



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

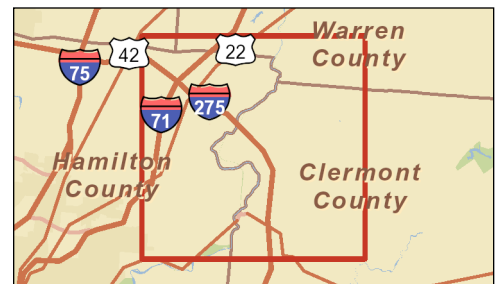
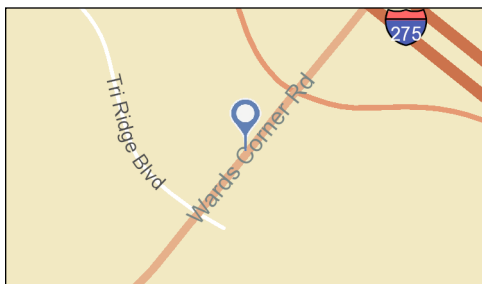
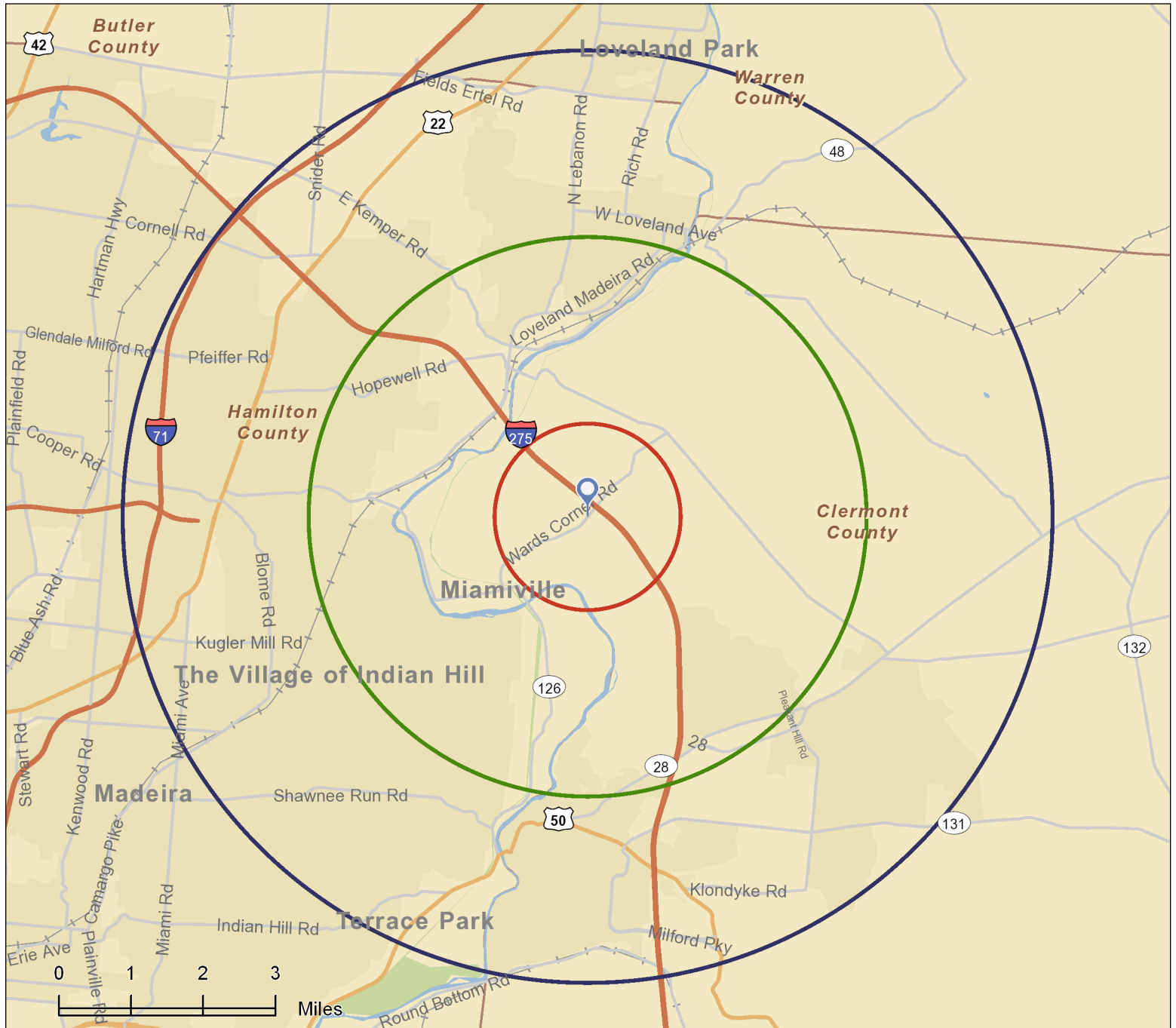
Site Map

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123



March 27, 2012

Made with Esri Business Analyst



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Market Profile

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Population Summary			
2000 Total Population	2,773	31,753	98,912
2000 Group Quarters	0	344	1,070
2010 Total Population	2,823	34,358	108,520
2015 Total Population	2,846	35,856	113,257
2010-2015 Annual Rate	0.16%	0.86%	0.86%
Household Summary			
2000 Households	900	11,009	36,446
2000 Average Household Size	3.08	2.85	2.68
2010 Households	931	12,042	40,090
2010 Average Household Size	3.03	2.82	2.68
2015 Households	943	12,597	41,891
2015 Average Household Size	3.02	2.82	2.68
2010-2015 Annual Rate	0.26%	0.91%	0.88%
2000 Families	774	8,903	27,508
2000 Average Family Size	3.37	3.21	3.15
2010 Families	790	9,573	29,779
2010 Average Family Size	3.34	3.21	3.15
2015 Families	795	9,959	30,928
2015 Average Family Size	3.33	3.21	3.16
2010-2015 Annual Rate	0.13%	0.79%	0.76%
Housing Unit Summary			
2000 Housing Units	913	11,300	37,758
Owner Occupied Housing Units	94.4%	84.0%	77.7%
Renter Occupied Housing Units	3.7%	13.3%	18.8%
Vacant Housing Units	1.9%	2.7%	3.5%
2010 Housing Units	962	12,640	42,620
Owner Occupied Housing Units	91.2%	80.6%	74.0%
Renter Occupied Housing Units	5.6%	14.7%	20.1%
Vacant Housing Units	3.2%	4.7%	5.9%
2015 Housing Units	986	13,331	44,822
Owner Occupied Housing Units	90.0%	80.2%	73.6%
Renter Occupied Housing Units	5.7%	14.3%	19.9%
Vacant Housing Units	4.4%	5.5%	6.5%
Median Household Income			
2000	\$83,122	\$76,057	\$64,619
2010	\$107,239	\$91,417	\$78,731
2015	\$118,641	\$104,516	\$88,693
Median Home Value			
2000	\$166,814	\$180,100	\$162,870
2010	\$203,668	\$212,366	\$184,815
2015	\$220,056	\$227,016	\$199,173
Per Capita Income			
2000	\$30,110	\$33,916	\$33,697
2010	\$39,483	\$41,173	\$38,512
2015	\$42,780	\$44,913	\$42,366
Median Age			
2000	38.0	36.8	37.5
2010	40.3	39.2	39.6
2015	40.3	38.8	39.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income			
Household Income Base	877	11,096	36,456
<\$15,000	3.6%	5.3%	7.6%
\$15,000 - \$24,999	4.0%	5.3%	7.2%
\$25,000 - \$34,999	7.3%	9.3%	9.3%
\$35,000 - \$49,999	9.0%	11.2%	13.0%
\$50,000 - \$74,999	17.0%	18.0%	20.3%
\$75,000 - \$99,999	22.0%	16.7%	14.8%
\$100,000 - \$149,999	24.7%	19.1%	14.6%
\$150,000 - \$199,999	9.5%	7.3%	5.6%
\$200,000+	2.9%	7.9%	7.4%
Average Household Income	\$91,645	\$96,278	\$90,812
2010 Households by Income			
Household Income Base	932	12,042	40,089
<\$15,000	2.9%	3.6%	5.4%
\$15,000 - \$24,999	2.0%	3.1%	4.6%
\$25,000 - \$34,999	4.6%	4.4%	5.9%
\$35,000 - \$49,999	7.1%	10.7%	12.2%
\$50,000 - \$74,999	12.2%	15.9%	18.6%
\$75,000 - \$99,999	16.5%	17.2%	17.4%
\$100,000 - \$149,999	31.2%	23.5%	19.8%
\$150,000 - \$199,999	16.0%	11.4%	7.3%
\$200,000+	7.4%	10.3%	9.0%
Average Household Income	\$115,341	\$116,492	\$103,960
2015 Households by Income			
Household Income Base	942	12,598	41,892
<\$15,000	1.9%	2.7%	4.4%
\$15,000 - \$24,999	1.4%	2.2%	3.4%
\$25,000 - \$34,999	2.8%	2.9%	4.1%
\$35,000 - \$49,999	4.5%	7.2%	8.5%
\$50,000 - \$74,999	11.1%	15.5%	19.1%
\$75,000 - \$99,999	15.4%	16.5%	17.0%
\$100,000 - \$149,999	37.0%	28.7%	24.9%
\$150,000 - \$199,999	18.0%	13.0%	8.6%
\$200,000+	7.9%	11.4%	10.1%
Average Household Income	\$124,452	\$126,752	\$114,249
2000 Owner Occupied Housing Units by Value			
Total	878	9,542	29,346
<\$50,000	0.0%	3.3%	5.2%
\$50,000 - \$99,999	14.8%	16.0%	16.2%
\$100,000 - \$149,999	26.5%	17.3%	23.5%
\$150,000 - \$199,999	25.4%	22.6%	19.4%
\$200,000 - \$299,999	23.0%	23.2%	19.6%
\$300,000 - \$499,999	10.3%	14.2%	11.0%
\$500,000 - \$999,999	0.0%	2.4%	3.6%
\$1,000,000 +	0.0%	1.0%	1.5%
Average Home Value	\$180,843	\$214,627	\$211,415
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	25	1,471	7,052
With Cash Rent	88.0%	95.6%	95.2%
No Cash Rent	12.0%	4.4%	4.8%
Median Rent	\$544	\$537	\$560
Average Rent	\$632	\$544	\$663

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age			
Total	2,771	31,754	98,912
0 - 4	8.2%	7.5%	7.1%
5 - 9	8.6%	8.8%	8.2%
10 - 14	8.7%	9.1%	8.6%
15 - 24	9.6%	11.1%	11.2%
25 - 34	8.7%	10.1%	10.6%
35 - 44	21.7%	19.7%	17.9%
45 - 54	14.2%	17.1%	16.1%
55 - 64	10.4%	8.4%	8.7%
65 - 74	6.4%	4.7%	6.0%
75 - 84	2.8%	2.6%	4.0%
85 +	0.8%	1.0%	1.7%
18 +	69.8%	69.5%	71.1%
2010 Population by Age			
Total	2,825	34,356	108,521
0 - 4	8.1%	7.2%	6.9%
5 - 9	7.6%	7.7%	7.3%
10 - 14	8.0%	8.1%	7.6%
15 - 24	10.1%	11.7%	12.0%
25 - 34	7.6%	10.1%	10.7%
35 - 44	17.5%	14.1%	13.2%
45 - 54	16.3%	18.3%	16.9%
55 - 64	13.1%	12.9%	12.7%
65 - 74	6.8%	5.8%	6.5%
75 - 84	3.4%	2.9%	4.1%
85 +	1.4%	1.3%	2.1%
18 +	71.3%	72.0%	73.5%
2015 Population by Age			
Total	2,844	35,856	113,259
0 - 4	8.0%	7.1%	6.8%
5 - 9	7.6%	7.6%	7.2%
10 - 14	8.1%	8.1%	7.6%
15 - 24	10.0%	11.3%	11.6%
25 - 34	8.0%	10.6%	11.7%
35 - 44	16.4%	13.6%	12.4%
45 - 54	14.9%	16.1%	14.9%
55 - 64	14.8%	13.6%	13.4%
65 - 74	7.6%	7.5%	8.3%
75 - 84	3.3%	3.0%	4.0%
85 +	1.5%	1.4%	2.1%
18 +	71.8%	72.5%	74.0%
2000 Population by Sex			
Males	49.3%	49.3%	48.4%
Females	50.7%	50.7%	51.6%
2010 Population by Sex			
Males	49.5%	49.4%	48.5%
Females	50.5%	50.6%	51.5%
2015 Population by Sex			
Males	49.6%	49.5%	48.6%
Females	50.4%	50.5%	51.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	2,774	31,753	98,913
White Alone	96.6%	95.1%	94.4%
Black Alone	1.8%	1.7%	1.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	0.9%	1.8%	2.3%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.3%	0.9%	1.0%
Hispanic Origin	0.9%	1.1%	1.0%
Diversity Index	8.3	11.4	12.6
2010 Population by Race/Ethnicity			
Total	2,824	34,357	108,520
White Alone	95.0%	93.5%	92.5%
Black Alone	2.8%	2.4%	2.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.3%	2.3%	3.0%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	0.4%	1.3%	1.3%
Hispanic Origin	1.4%	1.8%	1.9%
Diversity Index	12.2	15.6	17.5
2015 Population by Race/Ethnicity			
Total	2,846	35,855	113,256
White Alone	94.3%	92.7%	91.6%
Black Alone	3.3%	2.6%	2.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	1.5%	2.5%	3.4%
Some Other Race Alone	0.4%	0.5%	0.6%
Two or More Races	0.5%	1.5%	1.5%
Hispanic Origin	1.7%	2.2%	2.4%
Diversity Index	14.0	17.7	19.8
2000 Population 3+ by School Enrollment			
Total	2,569	30,432	94,892
Enrolled in Nursery/Preschool	2.3%	2.3%	2.3%
Enrolled in Kindergarten	2.1%	1.9%	1.8%
Enrolled in Grade 1-8	12.9%	15.0%	14.2%
Enrolled in Grade 9-12	7.0%	7.2%	6.9%
Enrolled in College	3.3%	2.9%	3.0%
Enrolled in Grad/Prof School	0.9%	1.0%	1.1%
Not Enrolled in School	71.5%	69.6%	70.6%
2010 Population 25+ by Educational Attainment			
Total	1,866	22,448	71,884
Less Than 9th Grade	1.0%	1.4%	2.0%
9th to 12th Grade, No Diploma	5.6%	4.0%	4.9%
High School Graduate	19.1%	18.5%	21.4%
Some College, No Degree	18.2%	16.4%	17.0%
Associate Degree	7.1%	7.9%	7.7%
Bachelor's Degree	25.9%	31.6%	28.3%
Graduate/Professional Degree	23.1%	20.2%	18.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status			
Total	2,151	26,466	84,861
Never Married	21.1%	22.5%	23.0%
Married	68.9%	65.4%	62.6%
Widowed	3.9%	4.4%	5.8%
Divorced	6.2%	7.7%	8.6%
2000 Population 16+ by Employment Status			
Total	2,002	23,235	73,646
In Labor Force	68.8%	70.5%	68.2%
Civilian Employed	66.8%	68.9%	66.3%
Civilian Unemployed	2.0%	1.6%	1.9%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	31.2%	29.5%	31.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.5%	91.4%	91.1%
Civilian Unemployed	10.5%	8.6%	8.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.4%	93.0%	92.7%
Civilian Unemployed	8.6%	7.0%	7.3%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,001	11,955	38,657
Own Children < 6 Only	16.0%	9.0%	8.0%
Employed/in Armed Forces	9.6%	5.2%	4.6%
Unemployed	0.7%	0.2%	0.3%
Not in Labor Force	5.7%	3.6%	3.1%
Own Children <6 and 6-17 Only	6.8%	8.2%	7.4%
Employed/in Armed Forces	1.8%	3.7%	3.8%
Unemployed	1.1%	0.2%	0.1%
Not in Labor Force	3.9%	4.3%	3.5%
Own Children 6-17 Only	20.0%	24.4%	22.2%
Employed/in Armed Forces	12.7%	17.4%	16.2%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	7.3%	6.7%	5.6%
No Own Children < 18	57.2%	58.4%	62.4%
Employed/in Armed Forces	34.2%	32.4%	32.2%
Unemployed	0.2%	0.6%	0.8%
Not in Labor Force	22.9%	25.4%	29.4%
2010 Employed Population 16+ by Industry			
Total	1,279	16,450	51,845
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	4.4%	4.1%	4.3%
Manufacturing	18.5%	15.0%	13.1%
Wholesale Trade	6.2%	4.3%	4.0%
Retail Trade	12.8%	11.4%	11.5%
Transportation/Utilities	2.0%	2.6%	3.2%
Information	1.6%	2.2%	2.1%
Finance/Insurance/Real Estate	4.7%	8.7%	9.2%
Services	47.8%	50.3%	50.6%
Public Administration	2.0%	1.3%	2.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	1,280	16,448	51,846
White Collar	80.9%	79.1%	75.1%
Management/Business/Financial	23.7%	24.6%	22.0%
Professional	31.6%	28.2%	27.8%
Sales	15.2%	14.1%	13.6%
Administrative Support	10.4%	12.3%	11.8%
Services	7.9%	9.8%	12.2%
Blue Collar	11.3%	11.1%	12.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.6%	2.4%	2.6%
Installation/Maintenance/Repair	2.9%	2.9%	2.8%
Production	3.0%	2.9%	3.5%
Transportation/Material Moving	2.7%	2.8%	3.6%
2000 Workers 16+ by Means of Transportation to Work			
Total	1,332	15,806	48,109
Drove Alone - Car, Truck, or Van	84.1%	87.3%	86.4%
Carpooled - Car, Truck, or Van	9.5%	6.5%	6.7%
Public Transportation	0.2%	0.4%	0.8%
Walked	0.4%	0.2%	1.0%
Other Means	0.4%	0.8%	0.6%
Worked at Home	5.5%	4.8%	4.4%
2000 Workers 16+ by Travel Time to Work			
Total	1,334	15,807	48,110
Did not Work at Home	94.5%	95.2%	95.6%
Less than 5 minutes	0.7%	1.4%	2.3%
5 to 9 minutes	2.8%	6.2%	7.8%
10 to 19 minutes	29.1%	27.8%	26.9%
20 to 24 minutes	21.2%	17.8%	17.7%
25 to 34 minutes	23.8%	26.2%	24.8%
35 to 44 minutes	7.3%	6.7%	7.0%
45 to 59 minutes	6.8%	6.0%	5.8%
60 to 89 minutes	1.3%	1.6%	1.9%
90 or more minutes	1.6%	1.5%	1.4%
Worked at Home	5.5%	4.8%	4.4%
Average Travel Time to Work (in min)	25.4	24.7	24.2
2000 Households by Vehicles Available			
Total	901	11,017	36,451
None	1.7%	1.8%	4.2%
1	12.3%	19.7%	24.8%
2	56.1%	51.6%	47.2%
3	18.6%	20.0%	17.6%
4	7.4%	5.1%	4.6%
5+	3.9%	1.7%	1.7%
Average Number of Vehicles Available	2.3	2.1	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type			
Total	901	11,011	36,445
Family Households	85.9%	80.9%	75.5%
Married-couple Family	78.8%	71.3%	64.9%
With Related Children	42.6%	39.4%	34.0%
Other Family (No Spouse)	7.1%	9.5%	10.6%
With Related Children	4.0%	6.5%	7.1%
Nonfamily Households	14.0%	19.1%	24.5%
Householder Living Alone	12.3%	15.9%	21.2%
Householder Not Living Alone	1.8%	3.3%	3.3%
Households with Related Children	46.7%	45.9%	41.0%
Households with Persons 65+	19.2%	15.0%	21.3%
2000 Households by Size			
Total	900	11,009	36,446
1 Person Household	12.3%	15.9%	21.2%
2 Person Household	33.7%	32.8%	32.7%
3 Person Household	17.1%	18.6%	17.2%
4 Person Household	23.0%	20.8%	17.9%
5 Person Household	10.3%	9.0%	8.1%
6 Person Household	2.7%	2.2%	2.1%
7 + Person Household	0.9%	0.7%	0.7%
2000 Households by Year Householder Moved In			
Total	902	11,018	36,452
Moved in 1999 to March 2000	13.5%	16.5%	16.8%
Moved in 1995 to 1998	27.4%	32.2%	30.3%
Moved in 1990 to 1994	22.5%	18.5%	17.5%
Moved in 1980 to 1989	16.3%	18.6%	17.1%
Moved in 1970 to 1979	9.6%	8.0%	10.0%
Moved in 1969 or Earlier	10.6%	6.3%	8.4%
Median Year Householder Moved In	1993	1995	1994
2000 Housing Units by Units in Structure			
Total	913	11,310	37,793
1, Detached	91.8%	81.5%	73.7%
1, Attached	6.6%	3.5%	4.2%
2	1.5%	0.6%	0.8%
3 or 4	0.0%	0.7%	2.5%
5 to 9	0.0%	1.5%	3.3%
10 to 19	0.1%	8.8%	7.3%
20 +	0.0%	0.8%	4.0%
Mobile Home	0.0%	2.7%	4.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	913	11,310	37,791
1999 to March 2000	0.0%	3.2%	2.1%
1995 to 1998	11.0%	12.0%	10.3%
1990 to 1994	22.5%	15.1%	11.2%
1980 to 1989	15.7%	24.0%	18.3%
1970 to 1979	19.3%	18.1%	21.0%
1969 or Earlier	31.7%	27.6%	37.1%
Median Year Structure Built	1980	1982	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Boomburbs	Suburban Splendor	Suburban Splendor
2.	Exurbanites	Boomburbs	Boomburbs
3.	Young and Restless	Exurbanites	Exurbanites
2010 Consumer Spending			
Apparel & Services: Total \$	\$2,557,877	\$33,637,731	\$99,865,020
Average Spent	\$2,747.64	\$2,793.42	\$2,491.04
Spending Potential Index	115	117	104
Computers & Accessories: Total \$	\$344,848	\$4,464,824	\$13,114,496
Average Spent	\$370.43	\$370.78	\$327.13
Spending Potential Index	168	168	149
Education: Total \$	\$1,994,418	\$26,396,411	\$77,190,056
Average Spent	\$2,142.38	\$2,192.07	\$1,925.43
Spending Potential Index	176	180	158
Entertainment/Recreation: Total \$	\$5,139,428	\$66,745,531	\$197,464,270
Average Spent	\$5,520.71	\$5,542.84	\$4,925.56
Spending Potential Index	171	172	153
Food at Home: Total \$	\$6,262,670	\$83,904,590	\$255,099,496
Average Spent	\$6,727.28	\$6,967.80	\$6,363.21
Spending Potential Index	150	156	142
Food Away from Home: Total \$	\$4,795,332	\$63,404,401	\$189,780,459
Average Spent	\$5,151.08	\$5,265.38	\$4,733.89
Spending Potential Index	160	164	147
Health Care: Total \$	\$5,154,803	\$69,098,796	\$214,815,983
Average Spent	\$5,537.22	\$5,738.26	\$5,358.38
Spending Potential Index	149	154	144
HH Furnishings & Equipment: Total \$	\$2,920,396	\$37,649,278	\$110,490,888
Average Spent	\$3,137.05	\$3,126.56	\$2,756.09
Spending Potential Index	152	152	134
Investments: Total \$	\$2,613,840	\$35,466,573	\$105,367,396
Average Spent	\$2,807.75	\$2,945.30	\$2,628.29
Spending Potential Index	161	169	151
Retail Goods: Total \$	\$35,977,667	\$471,709,116	\$1,407,640,981
Average Spent	\$38,646.74	\$39,172.77	\$35,112.25
Spending Potential Index	155	158	141
Shelter: Total \$	\$25,057,135	\$326,656,982	\$965,054,694
Average Spent	\$26,916.05	\$27,127.01	\$24,072.36
Spending Potential Index	170	172	152
TV/Video/Audio: Total \$	\$1,793,182	\$23,773,701	\$71,762,600
Average Spent	\$1,926.21	\$1,974.27	\$1,790.05
Spending Potential Index	155	159	144
Travel: Total \$	\$3,184,445	\$41,125,487	\$119,970,165
Average Spent	\$3,420.69	\$3,415.24	\$2,992.54
Spending Potential Index	181	180	158
Vehicle Maintenance & Repairs: Total \$	\$1,402,048	\$18,542,633	\$55,523,468
Average Spent	\$1,506.06	\$1,539.86	\$1,384.98
Spending Potential Index	160	163	147

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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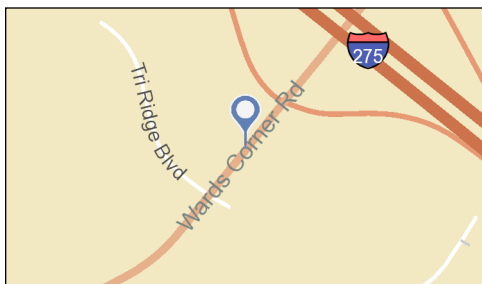
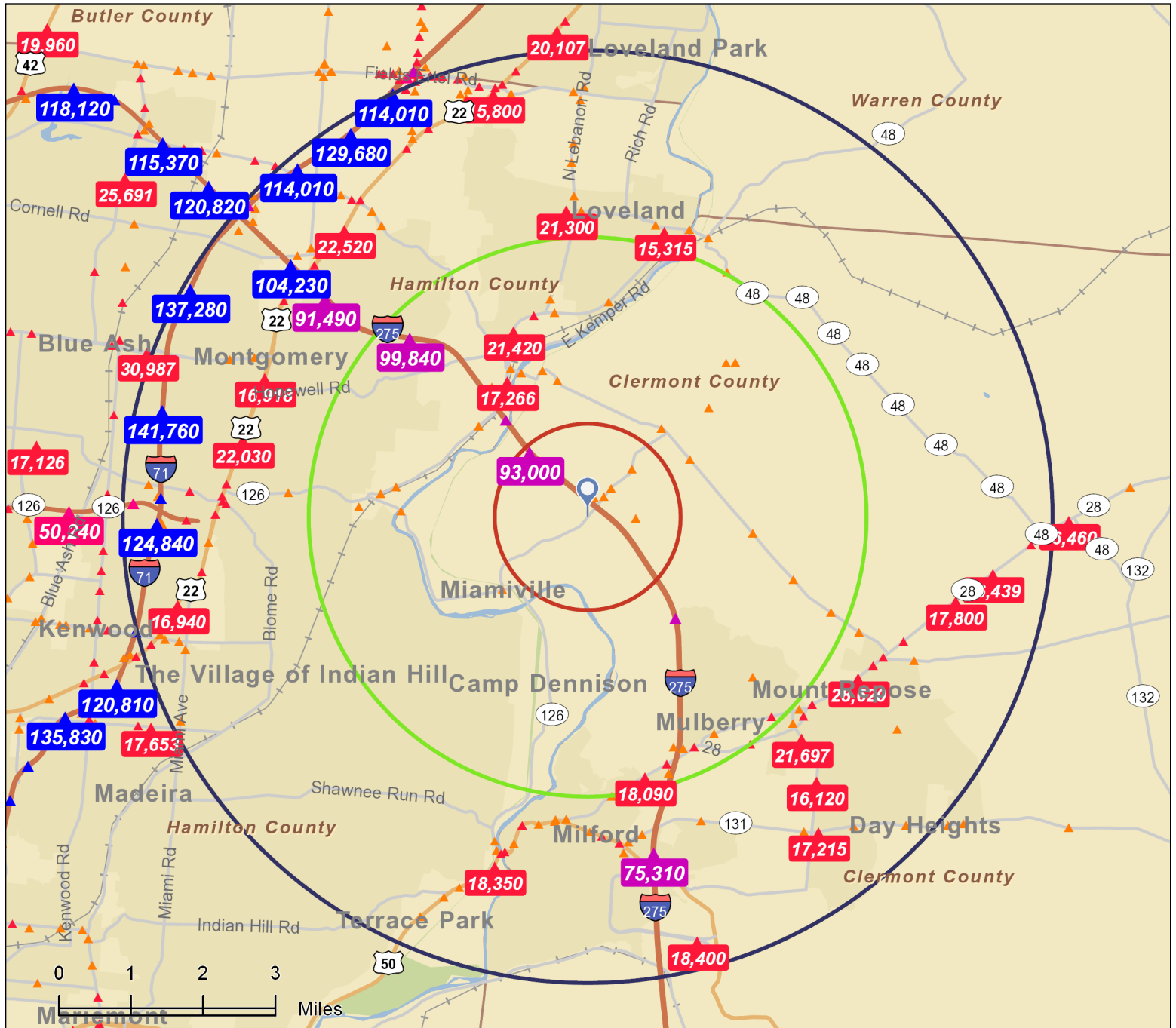
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

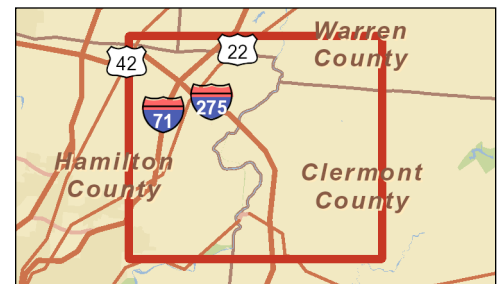
Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

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Latitude: 39.2241
Longitude: -84.28123



Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



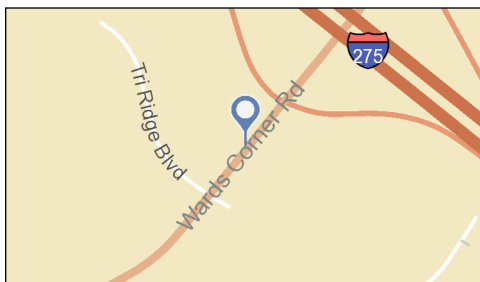
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

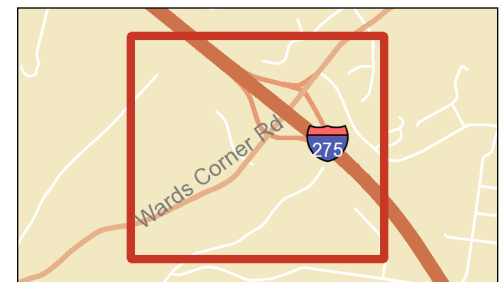
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Business Summary

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466 Wards Corner Rd, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

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Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				138		921		4,193				
Total Employees:				3,537		9,619		47,130				
Total Residential Population:				2,823		34,358		108,520				
Employee/Residential Population Ratio:				1.25		0.28		0.43				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.3%	14	0.4%	34	3.7%	193	2.0%	117	2.8%	560	1.2%
Construction	15	10.9%	77	2.2%	111	12.1%	467	4.9%	357	8.5%	1,838	3.9%
Manufacturing	14	9.8%	1,316	37.2%	42	4.5%	1,574	16.4%	138	3.3%	3,166	6.7%
Transportation	3	1.8%	32	0.9%	16	1.7%	99	1.0%	73	1.7%	646	1.4%
Communication	0	0.0%	0	0.0%	2	0.2%	1	0.0%	19	0.5%	97	0.2%
Utility	0	0.0%	0	0.0%	2	0.2%	19	0.2%	6	0.2%	48	0.1%
Wholesale Trade	12	9.0%	143	4.0%	52	5.7%	370	3.8%	200	4.8%	1,524	3.2%
Retail Trade Summary	24	17.5%	496	14.0%	193	20.9%	2,092	21.8%	925	22.1%	12,581	26.7%
Home Improvement	3	2.0%	70	2.0%	21	2.3%	272	2.8%	75	1.8%	831	1.8%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.3%	9	0.1%	21	0.5%	889	1.9%
Food Stores	2	1.3%	48	1.4%	22	2.3%	266	2.8%	90	2.1%	1,989	4.2%
Auto Dealers, Gas Stations, Auto Aftermarket	2	1.2%	10	0.3%	21	2.2%	214	2.2%	96	2.3%	1,502	3.2%
Apparel & Accessory Stores	2	1.3%	4	0.1%	8	0.8%	22	0.2%	47	1.1%	314	0.7%
Furniture & Home Furnishings	5	4.0%	149	4.2%	29	3.2%	408	4.2%	115	2.7%	1,282	2.7%
Eating & Drinking Places	7	5.4%	212	6.0%	46	5.0%	725	7.5%	225	5.4%	4,366	9.3%
Miscellaneous Retail	3	2.3%	3	0.1%	44	4.8%	176	1.8%	256	6.1%	1,407	3.0%
Finance, Insurance, Real Estate Summary	20	14.6%	941	26.6%	97	10.5%	1,383	14.4%	507	12.1%	5,034	10.7%
Banks, Savings & Lending Institutions	5	3.7%	18	0.5%	24	2.6%	135	1.4%	115	2.7%	833	1.8%
Securities Brokers	0	0.0%	0	0.0%	5	0.6%	12	0.1%	73	1.7%	203	0.4%
Insurance Carriers & Agents	6	4.6%	870	24.6%	29	3.1%	1,013	10.5%	135	3.2%	2,302	4.9%
Real Estate, Holding, Other Investment Offices	9	6.3%	53	1.5%	39	4.3%	222	2.3%	184	4.4%	1,697	3.6%
Services Summary	46	33.4%	518	14.6%	348	37.8%	3,133	32.6%	1,663	39.7%	20,226	42.9%
Hotels & Lodging	4	2.7%	38	1.1%	4	0.5%	42	0.4%	15	0.3%	104	0.2%
Automotive Services	2	1.2%	1	0.0%	28	3.1%	130	1.4%	107	2.5%	552	1.2%
Motion Pictures & Amusements	3	2.5%	15	0.4%	29	3.1%	314	3.3%	102	2.4%	1,013	2.2%
Health Services	3	1.8%	36	1.0%	41	4.5%	595	6.2%	296	7.1%	7,742	16.4%
Legal Services	2	1.2%	4	0.1%	7	0.8%	8	0.1%	41	1.0%	151	0.3%
Education Institutions & Libraries	1	1.0%	19	0.5%	19	2.0%	641	6.7%	97	2.3%	3,458	7.3%
Other Services	32	23.1%	404	11.4%	220	23.9%	1,403	14.6%	1,006	24.0%	7,205	15.3%
Government	0	0.0%	0	0.0%	11	1.1%	279	2.9%	73	1.8%	1,307	2.8%
Other	1	0.7%	0	0.0%	14	1.5%	9	0.1%	113	2.7%	103	0.2%
Totals	138	100%	3,537	100%	921	100%	9,619	100%	4,193	100%	47,130	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.5%	1	0.0%	3	0.4%	7	0.1%	12	0.3%	15	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	11	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	19	0.2%	4	0.1%	46	0.1%
Construction	17	12.2%	84	2.4%	117	12.7%	484	5.0%	382	9.1%	1,947	4.1%
Manufacturing	8	5.8%	987	27.9%	40	4.3%	1,367	14.2%	141	3.4%	2,999	6.4%
Wholesale Trade	11	8.3%	143	4.0%	50	5.4%	360	3.7%	190	4.5%	1,415	3.0%
Retail Trade	17	12.1%	284	8.0%	140	15.2%	1,211	12.6%	668	15.9%	7,944	16.9%
Motor Vehicle & Parts Dealers	1	0.7%	2	0.1%	17	1.8%	188	2.0%	69	1.7%	1,373	2.9%
Furniture & Home Furnishings Stores	2	1.3%	27	0.8%	7	0.7%	86	0.9%	43	1.0%	235	0.5%
Electronics & Appliance Stores	3	2.0%	120	3.4%	16	1.8%	182	1.9%	62	1.5%	901	1.9%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.0%	70	2.0%	21	2.2%	241	2.5%	72	1.7%	777	1.6%
Food & Beverage Stores	2	1.3%	48	1.4%	24	2.6%	259	2.7%	72	1.7%	1,874	4.0%
Health & Personal Care Stores	1	0.5%	1	0.0%	6	0.6%	52	0.5%	49	1.2%	400	0.8%
Gasoline Stations	1	0.5%	8	0.2%	4	0.4%	26	0.3%	26	0.6%	128	0.3%
Clothing & Clothing Accessories Stores	2	1.3%	4	0.1%	8	0.9%	24	0.2%	70	1.7%	442	0.9%
Sport Goods, Hobby, Book, & Music Stores	3	2.0%	4	0.1%	14	1.5%	50	0.5%	57	1.4%	226	0.5%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.3%	9	0.1%	21	0.5%	889	1.9%
Miscellaneous Store Retailers	1	0.5%	0	0.0%	20	2.2%	77	0.8%	117	2.8%	541	1.1%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.1%	18	0.2%	10	0.2%	158	0.3%
Transportation & Warehousing	3	1.8%	29	0.8%	14	1.6%	86	0.9%	65	1.5%	585	1.2%
Information	5	4.0%	329	9.3%	15	1.6%	398	4.1%	64	1.5%	659	1.4%
Finance & Insurance	12	8.8%	889	25.1%	59	6.4%	1,163	12.1%	325	7.8%	3,341	7.1%
Central Bank/Credit Intermediation & Related Activities	5	3.7%	18	0.5%	24	2.6%	135	1.4%	113	2.7%	832	1.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	5	0.6%	12	0.1%	75	1.8%	204	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	7	5.1%	871	24.6%	30	3.3%	1,016	10.6%	137	3.3%	2,305	4.9%
Real Estate, Rental & Leasing	8	5.8%	54	1.5%	43	4.7%	231	2.4%	196	4.7%	1,547	3.3%
Professional, Scientific & Tech Services	15	10.7%	102	2.9%	98	10.7%	462	4.8%	450	10.7%	2,763	5.9%
Legal Services	2	1.2%	4	0.1%	7	0.8%	8	0.1%	48	1.2%	178	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.2%	17	0.2%	5	0.1%	170	0.4%
Administrative & Support & Waste Management & Remediation	5	3.9%	19	0.5%	57	6.2%	403	4.2%	211	5.0%	2,240	4.8%
Educational Services	3	2.3%	30	0.8%	26	2.8%	657	6.8%	112	2.7%	3,468	7.4%
Health Care & Social Assistance	3	2.5%	43	1.2%	50	5.4%	650	6.8%	350	8.3%	8,261	17.5%
Arts, Entertainment & Recreation	3	2.5%	253	7.1%	20	2.2%	532	5.5%	82	2.0%	1,179	2.5%
Accommodation & Food Services	11	8.0%	251	7.1%	51	5.6%	779	8.1%	248	5.9%	4,511	9.6%
Accommodation	4	2.7%	38	1.1%	4	0.5%	42	0.4%	15	0.3%	104	0.2%
Food Services & Drinking Places	7	5.4%	212	6.0%	47	5.1%	737	7.7%	233	5.6%	4,406	9.4%
Other Services (except Public Administration)	14	10.0%	40	1.1%	111	12.0%	498	5.2%	497	11.9%	2,615	5.5%
Automotive Repair & Maintenance	1	0.7%	0	0.0%	22	2.3%	117	1.2%	76	1.8%	447	0.9%
Public Administration	0	0.0%	0	0.0%	11	1.1%	279	2.9%	73	1.8%	1,307	2.8%
Unclassified Establishments	1	0.7%	0	0.0%	14	1.5%	9	0.1%	115	2.7%	108	0.2%
Total	138	100%	3,537	100%	921	100%	9,619	100%	4,193	100%	47,130	100%

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Retail MarketPlace Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

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Summary Demographics

2010 Population	2,823
2010 Households	931
2010 Median Disposable Income	\$80,206
2010 Per Capita Income	\$39,478

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$38,766,928	\$47,605,051	\$-8,838,123	-10.2	26
Total Retail Trade	44-45	\$33,083,500	\$35,809,993	\$-2,726,493	-4.0	19
Total Food & Drink	722	\$5,683,428	\$11,795,058	\$-6,111,630	-35.0	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,087,253	\$92,739	\$7,994,514	97.7	1
Automobile Dealers	4411	\$6,835,173	\$0	\$6,835,173	100.0	0
Other Motor Vehicle Dealers	4412	\$636,496	\$0	\$636,496	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$615,584	\$92,739	\$522,845	73.8	1
Furniture & Home Furnishings Stores	442	\$614,603	\$1,883,946	\$-1,269,342	-50.8	1
Furniture Stores	4421	\$320,023	\$0	\$320,023	100.0	0
Home Furnishings Stores	4422	\$294,581	\$1,883,946	\$-1,589,365	-73.0	1
Electronics & Appliance Stores	4431	\$1,440,384	\$19,046,832	\$-17,606,448	-85.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,404,859	\$1,816,077	\$-411,218	-12.8	3
Bldg Material & Supplies Dealers	4441	\$1,328,519	\$1,816,077	\$-487,558	-15.5	3
Lawn & Garden Equip & Supply Stores	4442	\$76,340	\$0	\$76,340	100.0	0
Food & Beverage Stores	445	\$5,617,862	\$5,536,498	\$81,364	0.7	2
Grocery Stores	4451	\$5,381,443	\$5,536,498	\$-155,055	-1.4	2
Specialty Food Stores	4452	\$79,980	\$0	\$79,980	100.0	0
Beer, Wine & Liquor Stores	4453	\$156,438	\$0	\$156,438	100.0	0
Health & Personal Care Stores	446,4461	\$642,678	\$57,056	\$585,622	83.7	1
Gasoline Stations	447,4471	\$5,229,653	\$5,570,905	\$-341,252	-3.2	1
Clothing & Clothing Accessories Stores	448	\$985,403	\$1,089,489	\$-104,085	-5.0	3
Clothing Stores	4481	\$713,841	\$1,089,489	\$-375,648	-20.8	3
Shoe Stores	4482	\$150,794	\$0	\$150,794	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$120,768	\$0	\$120,768	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$160,332	\$138,204	\$22,128	7.4	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$124,018	\$138,204	\$-14,186	-5.4	3
Book, Periodical & Music Stores	4512	\$36,314	\$0	\$36,314	100.0	0
General Merchandise Stores	452	\$5,397,604	\$0	\$5,397,604	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,380,271	\$0	\$2,380,271	100.0	0
Other General Merchandise Stores	4529	\$3,017,333	\$0	\$3,017,333	100.0	0
Miscellaneous Store Retailers	453	\$463,432	\$41,730	\$421,702	83.5	1
Florists	4531	\$28,721	\$0	\$28,721	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$160,496	\$41,730	\$118,766	58.7	1
Used Merchandise Stores	4533	\$11,216	\$0	\$11,216	100.0	0
Other Miscellaneous Store Retailers	4539	\$262,999	\$0	\$262,999	100.0	0
Nonstore Retailers	454	\$3,039,436	\$536,517	\$2,502,918	70.0	1
Electronic Shopping & Mail-Order Houses	4541	\$2,885,644	\$0	\$2,885,644	100.0	0
Vending Machine Operators	4542	\$4,219	\$0	\$4,219	100.0	0
Direct Selling Establishments	4543	\$149,573	\$536,517	\$-386,944	-56.4	1
Food Services & Drinking Places	722	\$5,683,428	\$11,795,058	\$-6,111,630	-35.0	7
Full-Service Restaurants	7221	\$2,039,535	\$1,136,924	\$902,611	28.4	3
Limited-Service Eating Places	7222	\$3,152,081	\$367,576	\$2,784,505	79.1	2
Special Food Services	7223	\$394,475	\$9,350,605	\$-8,956,130	-91.9	2
Drinking Places - Alcoholic Beverages	7224	\$97,337	\$939,953	\$-842,617	-81.2	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst



Retail MarketPlace Profile

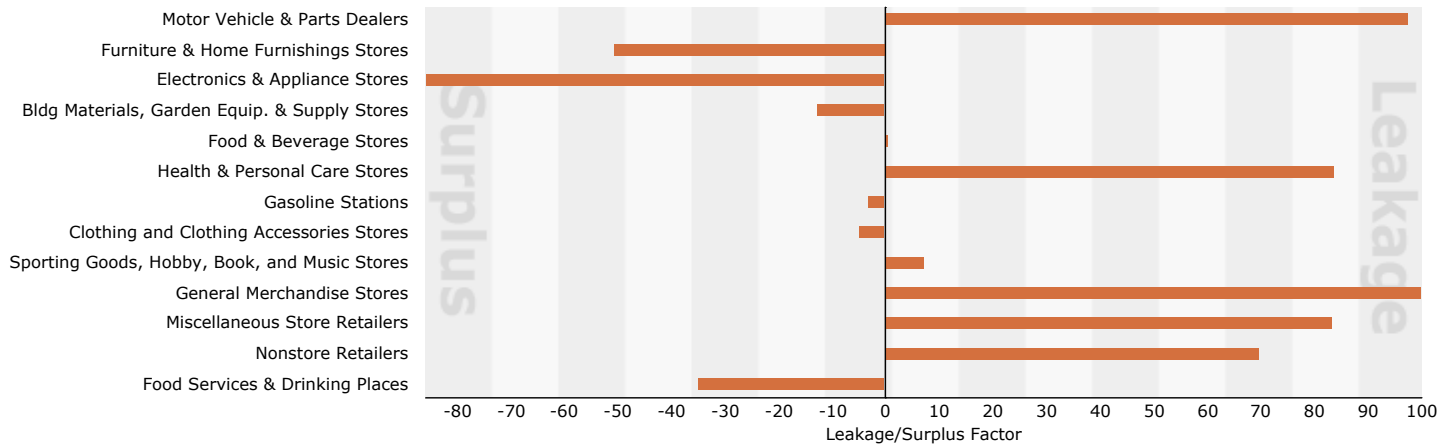
Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

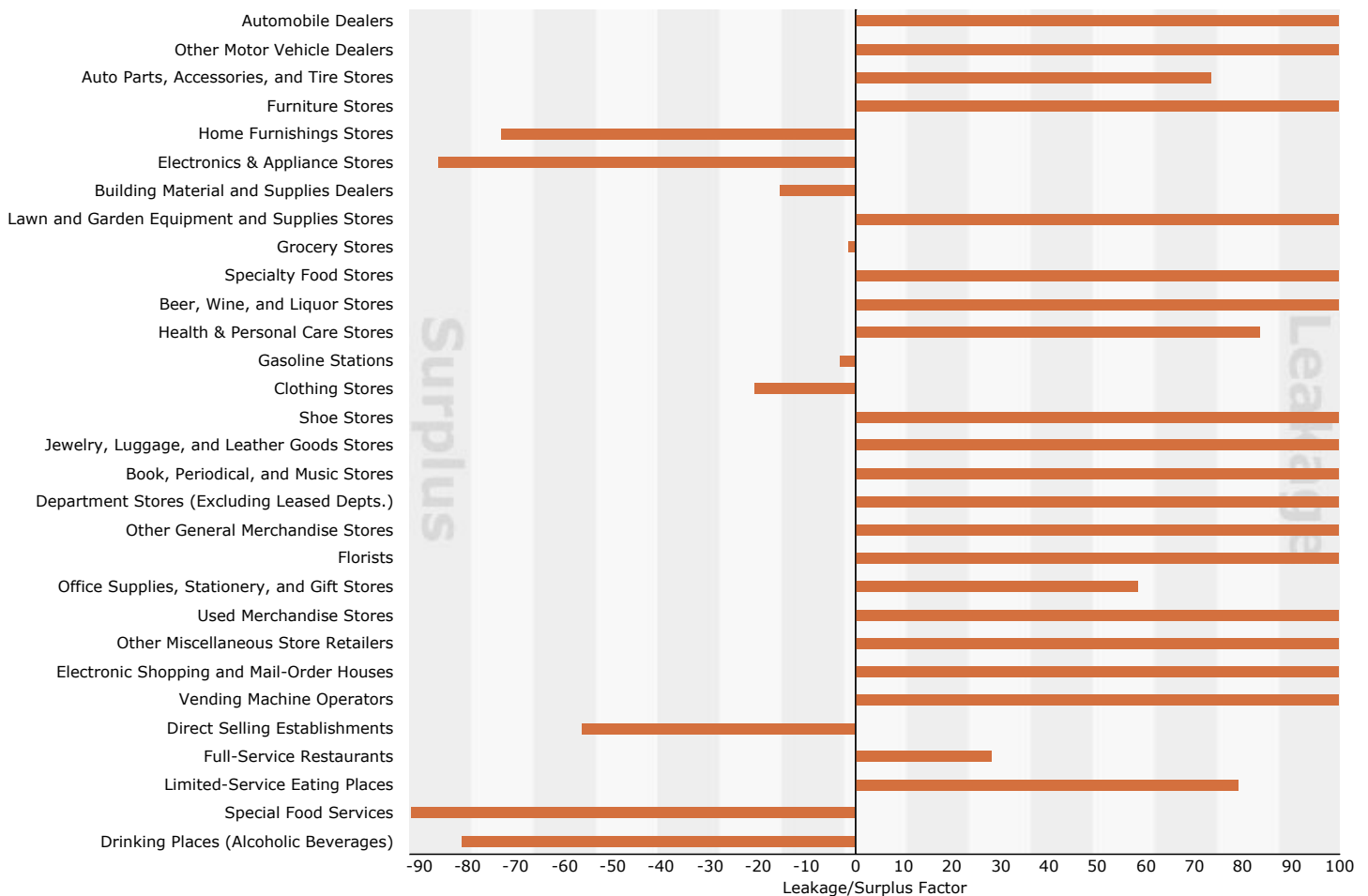
Latitude: 39.2241

Longitude: -84.28123

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail MarketPlace Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Summary Demographics

2010 Population	34,358
2010 Households	12,042
2010 Median Disposable Income	\$69,985
2010 Per Capita Income	\$41,174

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$506,413,378	\$195,043,930	\$311,369,448	44.4	192
Total Retail Trade	44-45	\$431,386,787	\$160,648,178	\$270,738,609	45.7	143
Total Food & Drink	722	\$75,026,591	\$34,395,752	\$40,630,839	37.1	48

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$103,686,034	\$38,869,141	\$64,816,893	45.5	16
Automobile Dealers	4411	\$87,746,093	\$35,390,527	\$52,355,566	42.5	7
Other Motor Vehicle Dealers	4412	\$7,955,535	\$216,863	\$7,738,672	94.7	1
Auto Parts, Accessories & Tire Stores	4413	\$7,984,406	\$3,261,751	\$4,722,655	42.0	8
Furniture & Home Furnishings Stores	442	\$9,743,960	\$6,237,862	\$3,506,098	21.9	6
Furniture Stores	4421	\$5,478,043	\$581,328	\$4,896,715	80.8	1
Home Furnishings Stores	4422	\$4,265,917	\$5,656,534	\$-1,390,617	-14.0	4
Electronics & Appliance Stores	4431	\$18,431,261	\$25,179,157	\$-6,747,897	-15.5	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,260,452	\$22,176,154	\$-3,915,702	-9.7	20
Bldg Material & Supplies Dealers	4441	\$17,210,311	\$21,067,269	\$-3,856,957	-10.1	15
Lawn & Garden Equip & Supply Stores	4442	\$1,050,141	\$1,108,885	\$-58,744	-2.7	6
Food & Beverage Stores	445	\$74,343,137	\$27,617,982	\$46,725,155	45.8	23
Grocery Stores	4451	\$70,303,339	\$24,935,709	\$45,367,630	47.6	10
Specialty Food Stores	4452	\$1,530,058	\$975,553	\$554,505	22.1	7
Beer, Wine & Liquor Stores	4453	\$2,509,740	\$1,706,720	\$803,020	19.0	6
Health & Personal Care Stores	446,4461	\$10,580,236	\$5,683,167	\$4,897,070	30.1	7
Gasoline Stations	447,4471	\$67,947,572	\$21,224,055	\$46,723,517	52.4	5
Clothing & Clothing Accessories Stores	448	\$15,516,546	\$2,255,052	\$13,261,493	74.6	10
Clothing Stores	4481	\$11,451,929	\$1,775,102	\$9,676,827	73.2	8
Shoe Stores	4482	\$2,093,628	\$377,256	\$1,716,372	69.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,970,988	\$102,695	\$1,868,294	90.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,307,773	\$1,392,973	\$1,914,800	40.7	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,249,167	\$1,316,771	\$932,397	26.1	11
Book, Periodical & Music Stores	4512	\$1,058,605	\$76,202	\$982,403	86.6	1
General Merchandise Stores	452	\$68,955,774	\$5,026,696	\$63,929,078	86.4	2
Department Stores Excluding Leased Depts.	4521	\$28,736,558	\$0	\$28,736,558	100.0	0
Other General Merchandise Stores	4529	\$40,219,216	\$5,026,696	\$35,192,520	77.8	2
Miscellaneous Store Retailers	453	\$7,351,835	\$2,322,808	\$5,029,027	52.0	23
Florists	4531	\$552,826	\$306,371	\$246,455	28.7	3
Office Supplies, Stationery & Gift Stores	4532	\$2,766,714	\$542,543	\$2,224,172	67.2	6
Used Merchandise Stores	4533	\$303,975	\$224,009	\$79,966	15.1	9
Other Miscellaneous Store Retailers	4539	\$3,728,320	\$1,249,885	\$2,478,435	49.8	5
Nonstore Retailers	454	\$33,262,207	\$2,663,131	\$30,599,076	85.2	2
Electronic Shopping & Mail-Order Houses	4541	\$27,661,173	\$0	\$27,661,173	100.0	0
Vending Machine Operators	4542	\$706,944	\$0	\$706,944	100.0	0
Direct Selling Establishments	4543	\$4,894,090	\$2,663,131	\$2,230,959	29.5	2
Food Services & Drinking Places	722	\$75,026,591	\$34,395,752	\$40,630,839	37.1	48
Full-Service Restaurants	7221	\$29,106,294	\$9,534,651	\$19,571,643	50.7	21
Limited-Service Eating Places	7222	\$39,033,374	\$12,965,424	\$26,067,951	50.1	22
Special Food Services	7223	\$5,302,114	\$10,224,492	\$-4,922,378	-31.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,584,809	\$1,671,186	\$-86,377	-2.7	3

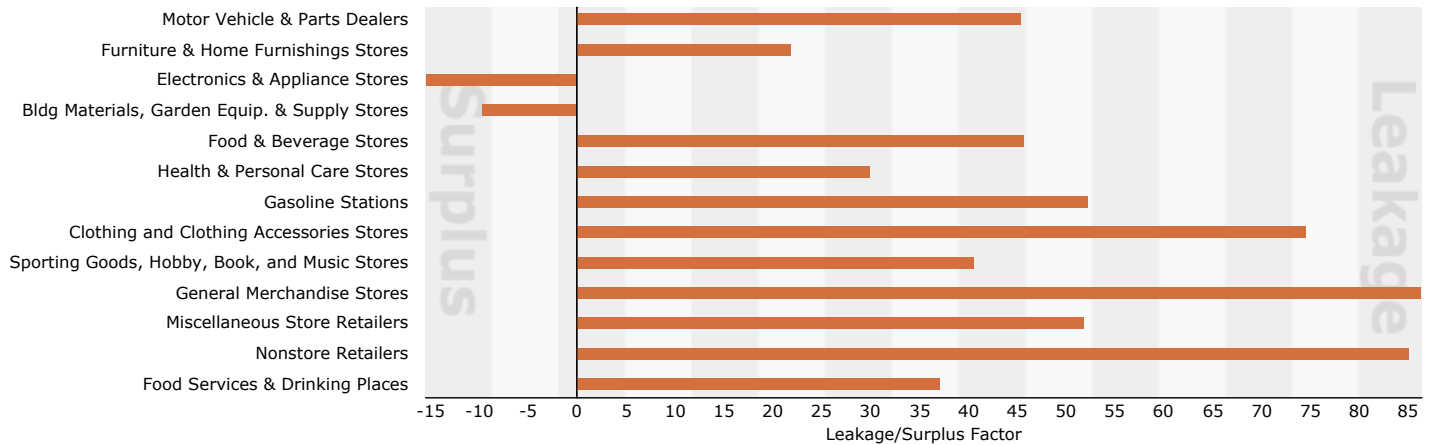
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Source: Esri and Infogroup

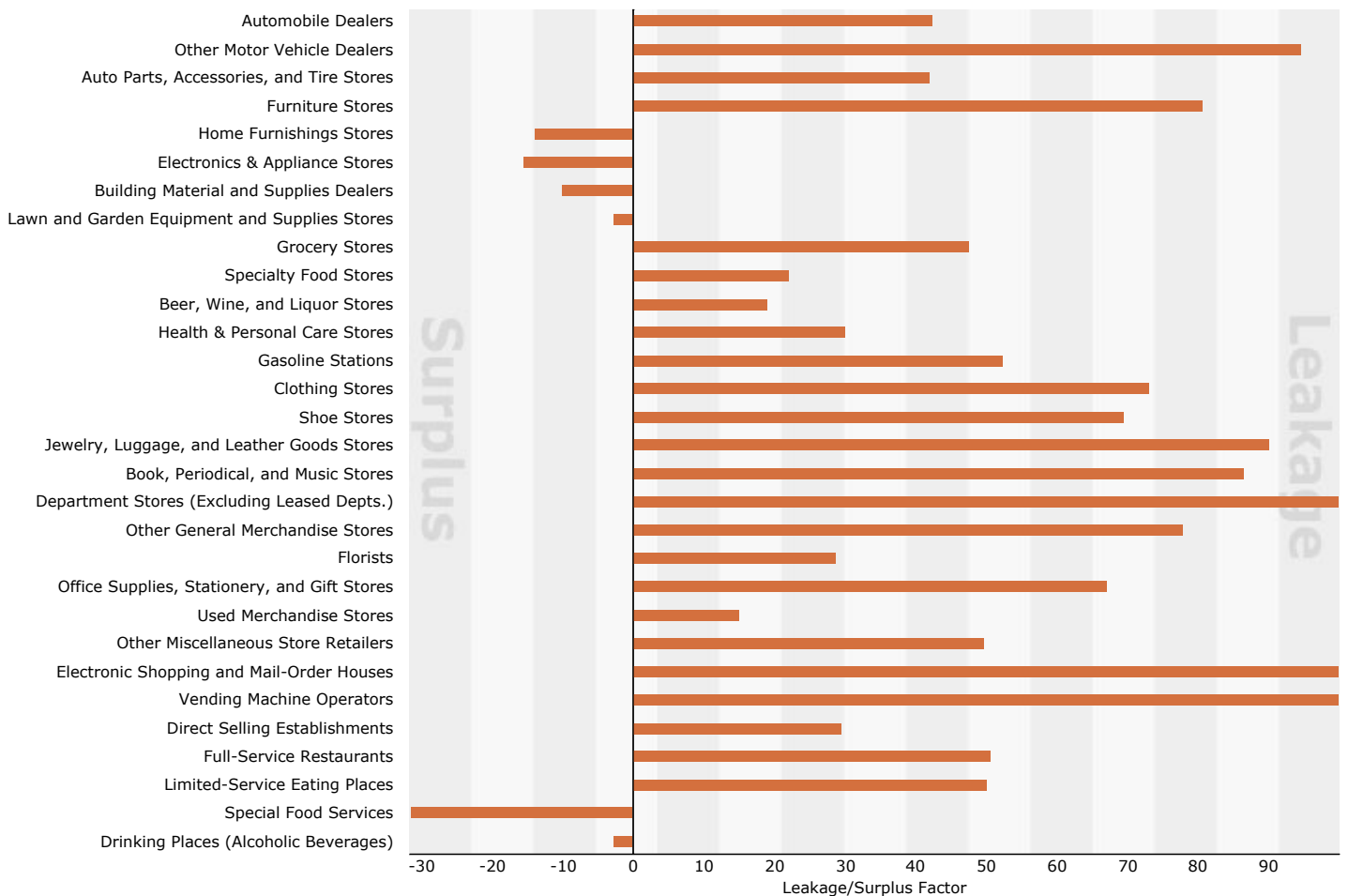
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Summary Demographics

2010 Population	108,520
2010 Households	40,090
2010 Median Disposable Income	\$59,392
2010 Per Capita Income	\$38,512

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,511,965,130	\$1,190,215,259	\$321,749,871	11.9	899
Total Retail Trade	44-45	\$1,287,094,017	\$995,607,222	\$291,486,794	12.8	662
Total Food & Drink	722	\$224,871,113	\$194,608,037	\$30,263,076	7.2	238

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$306,499,558	\$325,228,720	\$-18,729,162	-3.0	64
Automobile Dealers	4411	\$260,091,643	\$312,602,141	\$-52,510,498	-9.2	32
Other Motor Vehicle Dealers	4412	\$22,962,724	\$1,350,153	\$21,612,572	88.9	2
Auto Parts, Accessories & Tire Stores	4413	\$23,445,190	\$11,276,426	\$12,168,764	35.0	29
Furniture & Home Furnishings Stores	442	\$32,853,068	\$22,583,237	\$10,269,830	18.5	42
Furniture Stores	4421	\$19,448,391	\$9,945,309	\$9,503,082	32.3	20
Home Furnishings Stores	4422	\$13,404,677	\$12,637,929	\$766,748	2.9	22
Electronics & Appliance Stores	4431	\$54,145,985	\$80,894,201	\$-26,748,216	-19.8	62
Bldg Materials, Garden Equip. & Supply Stores	444	\$53,935,899	\$49,243,511	\$4,692,388	4.5	68
Bldg Material & Supplies Dealers	4441	\$50,273,024	\$46,267,470	\$4,005,554	4.1	53
Lawn & Garden Equip & Supply Stores	4442	\$3,662,875	\$2,976,041	\$686,834	10.3	15
Food & Beverage Stores	445	\$225,262,868	\$190,136,168	\$35,126,700	8.5	71
Grocery Stores	4451	\$211,199,863	\$175,296,805	\$35,903,059	9.3	34
Specialty Food Stores	4452	\$5,675,085	\$10,497,192	\$-4,822,106	-29.8	26
Beer, Wine & Liquor Stores	4453	\$8,387,919	\$4,342,172	\$4,045,747	31.8	12
Health & Personal Care Stores	446,4461	\$37,738,443	\$38,242,847	\$-504,404	-0.7	55
Gasoline Stations	447,4471	\$203,927,599	\$77,986,291	\$125,941,308	44.7	24
Clothing & Clothing Accessories Stores	448	\$50,907,834	\$21,812,393	\$29,095,441	40.0	65
Clothing Stores	4481	\$38,056,446	\$13,568,239	\$24,488,208	47.4	39
Shoe Stores	4482	\$6,323,419	\$2,908,373	\$3,415,046	37.0	6
Jewelry, Luggage & Leather Goods Stores	4483	\$6,527,969	\$5,335,781	\$1,192,188	10.0	19
Sporting Goods, Hobby, Book & Music Stores	451	\$12,685,406	\$8,232,540	\$4,452,866	21.3	56
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,169,135	\$4,741,979	\$3,427,156	26.5	48
Book, Periodical & Music Stores	4512	\$4,516,271	\$3,490,561	\$1,025,710	12.8	7
General Merchandise Stores	452	\$202,262,456	\$129,975,758	\$72,286,698	21.8	21
Department Stores Excluding Leased Depts.	4521	\$81,475,288	\$34,633,717	\$46,841,571	40.3	8
Other General Merchandise Stores	4529	\$120,787,168	\$95,342,041	\$25,445,127	11.8	13
Miscellaneous Store Retailers	453	\$24,844,163	\$16,671,865	\$8,172,298	19.7	123
Florists	4531	\$1,937,493	\$2,209,576	\$-272,083	-6.6	21
Office Supplies, Stationery & Gift Stores	4532	\$9,737,035	\$4,228,054	\$5,508,981	39.4	29
Used Merchandise Stores	4533	\$1,302,797	\$1,609,168	\$-306,371	-10.5	28
Other Miscellaneous Store Retailers	4539	\$11,866,838	\$8,625,067	\$3,241,771	15.8	45
Nonstore Retailers	454	\$82,030,738	\$34,599,691	\$47,431,047	40.7	11
Electronic Shopping & Mail-Order Houses	4541	\$58,631,683	\$18,374,630	\$40,257,053	52.3	1
Vending Machine Operators	4542	\$3,434,650	\$273,491	\$3,161,158	85.2	1
Direct Selling Establishments	4543	\$19,964,406	\$15,951,570	\$4,012,836	11.2	8
Food Services & Drinking Places	722	\$224,871,113	\$194,608,037	\$30,263,076	7.2	238
Full-Service Restaurants	7221	\$91,090,758	\$86,470,596	\$4,620,163	2.6	119
Limited-Service Eating Places	7222	\$112,779,288	\$92,439,210	\$20,340,078	9.9	99
Special Food Services	7223	\$15,692,554	\$12,191,189	\$3,501,365	12.6	6
Drinking Places - Alcoholic Beverages	7224	\$5,308,512	\$3,507,041	\$1,801,471	20.4	14

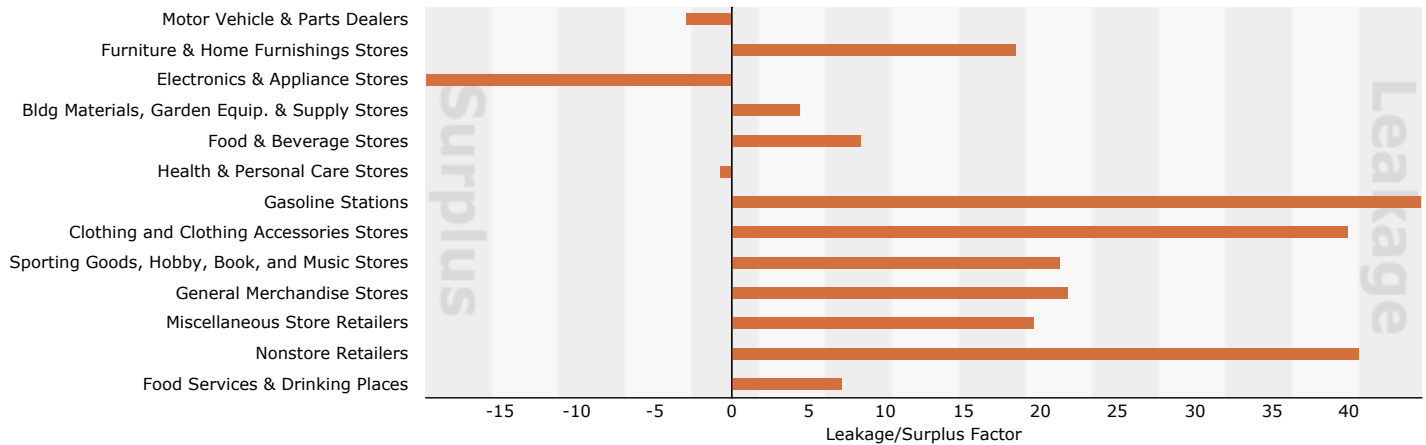
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Source: Esri and Infogroup

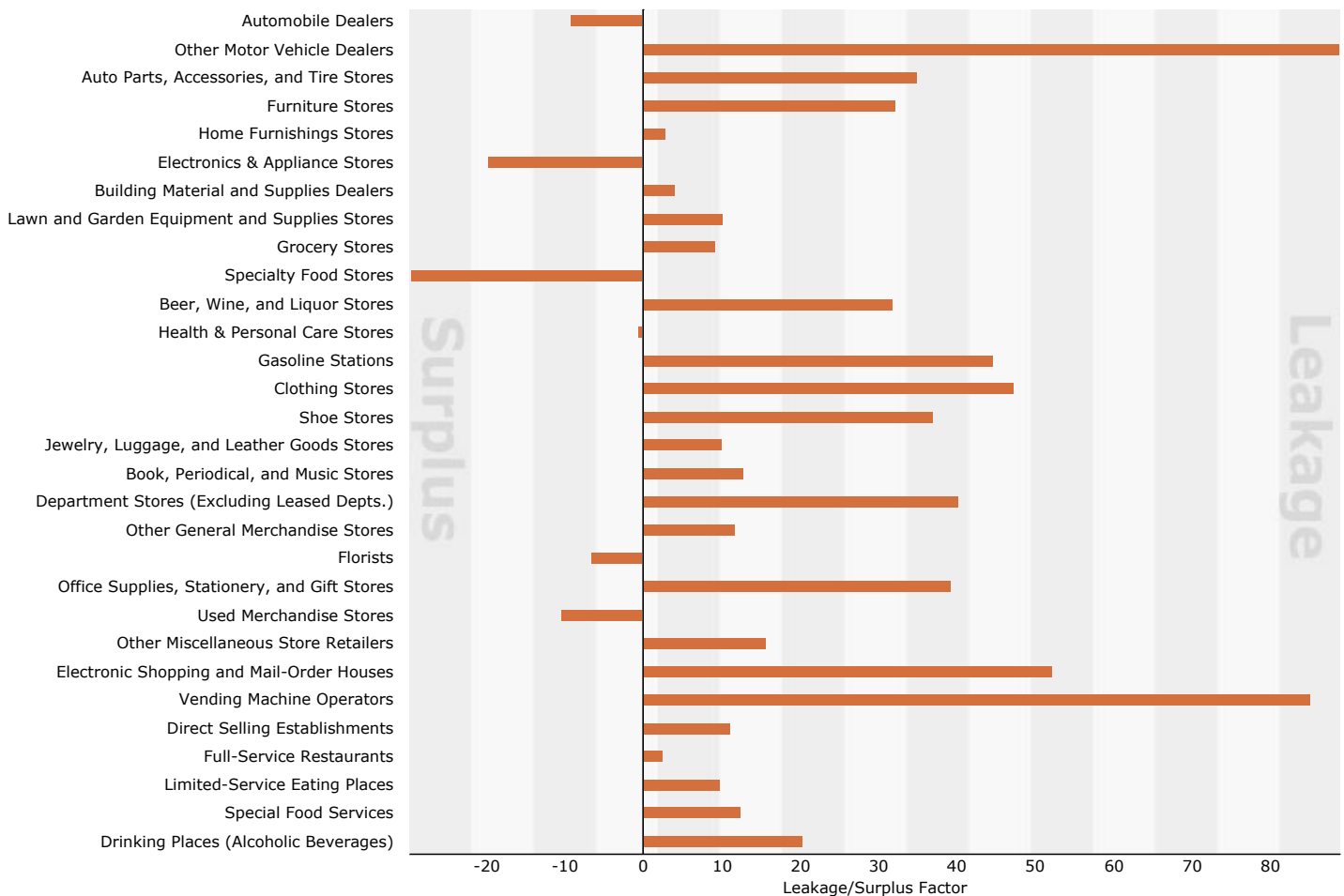
March 27, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Total Number of Adults		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,126	55.9%	112
Bought any women's apparel in last 12 months	981	48.7%	107
Bought apparel for child <13 in last 6 months	664	33.0%	116
Bought any shoes in last 12 months	1,208	60.0%	115
Bought costume jewelry in last 12 months	490	24.3%	117
Bought any fine jewelry in last 12 months	446	22.1%	101
Bought a watch in last 12 months	383	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	885	95.1%	111
HH bought/leased new vehicle last 12 mo	150	16.1%	168
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,902	94.4%	109
Bought/changed motor oil in last 12 months	1,009	50.1%	96
Had tune-up in last 12 months	688	34.2%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,361	67.6%	109
Drank regular cola in last 6 months	919	45.6%	89
Drank beer/ale in last 6 months	975	48.4%	114
Cameras & Film (Adults)			
Bought any camera in last 12 months	305	15.1%	118
Bought film in last 12 months	361	17.9%	94
Bought digital camera in last 12 months	206	10.2%	149
Bought memory card for camera in last 12 months	201	10.0%	130
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	746	37.0%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	409	20.3%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	709	35.2%	109
Avg monthly cell/mobile phone/PDA bill: \$100+	571	28.4%	134
Computers (Households)			
HH owns a personal computer	865	92.9%	126
Spent <\$500 on most recent home PC purchase	74	7.9%	92
Spent \$500-\$999 on most recent home PC purchase	194	20.8%	117
Spent \$1000-\$1499 on most recent home PC purchase	177	19.0%	146
Spent \$1500-\$1999 on most recent home PC purchase	96	10.3%	145
Spent \$2000+ on most recent home PC purchase	98	10.5%	169

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,251	62.1%	103
Bought cigarettes at convenience store in last 30 days	198	9.8%	63
Bought gas at convenience store in last 30 days	659	32.7%	97
Spent at convenience store in last 30 days: <\$20	248	12.3%	128
Spent at convenience store in last 30 days: \$20-39	213	10.6%	104
Spent at convenience store in last 30 days: \$40+	678	33.7%	94
Entertainment (Adults)			
Attended movies in last 6 months	1,404	69.7%	118
Went to live theater in last 12 months	384	19.1%	145
Went to a bar/night club in last 12 months	427	21.2%	111
Dined out in last 12 months	1,255	62.3%	127
Gambled at a casino in last 12 months	399	19.8%	123
Visited a theme park in last 12 months	595	29.5%	138
DVDs rented in last 30 days: 1	74	3.7%	139
DVDs rented in last 30 days: 2	116	5.8%	124
DVDs rented in last 30 days: 3	89	4.4%	138
DVDs rented in last 30 days: 4	97	4.8%	125
DVDs rented in last 30 days: 5+	349	17.3%	131
DVDs purchased in last 30 days: 1	139	6.9%	139
DVDs purchased in last 30 days: 2	119	5.9%	125
DVDs purchased in last 30 days: 3-4	96	4.8%	103
DVDs purchased in last 30 days: 5+	96	4.8%	92
Spent on toys/games in last 12 months: <\$50	130	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	50	2.5%	90
Spent on toys/games in last 12 months: \$100-\$199	166	8.2%	115
Spent on toys/games in last 12 months: \$200-\$499	254	12.6%	116
Spent on toys/games in last 12 months: \$500+	174	8.6%	150
Financial (Adults)			
Have home mortgage (1st)	655	32.5%	169
Used ATM/cash machine in last 12 months	1,318	65.4%	129
Own any stock	318	15.8%	172
Own U.S. savings bond	198	9.8%	144
Own shares in mutual fund (stock)	357	17.7%	189
Own shares in mutual fund (bonds)	209	10.4%	175
Used full service brokerage firm in last 12 months	207	10.3%	166
Have savings account	950	47.2%	130
Have 401K retirement savings	594	29.5%	166
Did banking over the Internet in last 12 months	829	41.2%	151
Own any credit/debit card (in own name)	1,759	87.3%	118
Avg monthly credit card expenditures: <\$111	283	14.1%	101
Avg monthly credit card expenditures: \$111-225	172	8.5%	110
Avg monthly credit card expenditures: \$226-450	171	8.5%	114
Avg monthly credit card expenditures: \$451-700	171	8.5%	133
Avg monthly credit card expenditures: \$701+	497	24.7%	185

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,510	75.0%	106
Used bread in last 6 months	1,960	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,636	81.2%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,158	57.5%	109
Used fresh fruit/vegetables in last 6 months	1,837	91.2%	104
Used fresh milk in last 6 months	1,879	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	739	36.7%	122
Exercise at club 2+ times per week	402	20.0%	163
Visited a doctor in last 12 months	1,698	84.3%	109
Used vitamin/dietary supplement in last 6 months	1,120	55.6%	115
Home (Households)			
Any home improvement in last 12 months	411	44.1%	139
Used housekeeper/maid/prof HH cleaning service in the last 12 months	240	25.8%	165
Purchased any HH furnishing in last 12 months	345	37.1%	124
Purchased bedding/bath goods in last 12 months	520	55.9%	102
Purchased cooking/serving product in last 12 months	275	29.5%	108
Bought any kitchen appliance in last 12 months	190	20.4%	117
Insurance (Adults)			
Currently carry any life insurance	1,196	59.4%	124
Have medical/hospital/accident insurance	1,646	81.7%	114
Carry homeowner insurance	1,439	71.5%	135
Carry renter insurance	95	4.7%	77
Have auto/other vehicle insurance	1,850	91.9%	111
Pets (Households)			
HH owns any pet	563	60.5%	117
HH owns any cat	237	25.5%	106
HH owns any dog	425	45.7%	121
Reading Materials (Adults)			
Bought book in last 12 months	1,240	61.6%	123
Read any daily newspaper	908	45.1%	109
Heavy magazine reader	436	21.6%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,698	84.3%	117
Went to family restaurant/steak house last mo: <2 times	547	27.2%	106
Went to family restaurant/steak house last mo: 2-4 times	656	32.6%	121
Went to family restaurant/steak house last mo: 5+ times	495	24.6%	126
Went to fast food/drive-in restaurant in last 6 mo	1,873	93.0%	105
Went to fast food/drive-in restaurant <6 times/mo	653	32.4%	92
Went to fast food/drive-in restaurant 6-13 times/mo	661	32.8%	113
Went to fast food/drive-in restaurant 14+ times/mo	560	27.8%	111
Fast food/drive-in last 6 mo: eat in	856	42.5%	113
Fast food/drive-in last 6 mo: home delivery	232	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	1,220	60.6%	116
Fast food/drive-in last 6 mo: take-out/walk-in	543	27.0%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	728	78.2%	121
HH average monthly long distance phone bill: <\$16	298	32.0%	116
HH average monthly long distance phone bill: \$16-25	123	13.2%	116
HH average monthly long distance phone bill: \$26-59	118	12.7%	138
HH average monthly long distance phone bill: \$60+	51	5.5%	123
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	101	10.8%	55
HH owns 2 TVs	210	22.6%	86
HH owns 3 TVs	244	26.2%	117
HH owns 4+ TVs	305	32.8%	156
HH subscribes to cable TV	612	65.7%	113
HH Purchased audio equipment in last 12 months	99	10.6%	110
HH Purchased CD player in last 12 months	36	3.9%	100
HH Purchased DVD player in last 12 months	95	10.2%	105
HH Purchased MP3 player in last 12 months	262	13.0%	128
HH Purchased video game system in last 12 months	143	15.4%	143
Travel (Adults)			
Domestic travel in last 12 months	1,421	70.6%	135
Took 3+ domestic trips in last 12 months	468	23.2%	157
Spent on domestic vacations last 12 mo: <\$1000	261	13.0%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	178	8.8%	132
Spent on domestic vacations last 12 mo: \$1500-\$1999	140	7.0%	170
Spent on domestic vacations last 12 mo: \$2000-\$2999	147	7.3%	176
Spent on domestic vacations last 12 mo: \$3000+	192	9.5%	189
Foreign travel in last 3 years	783	38.9%	151
Took 3+ foreign trips by plane in last 3 years	158	7.8%	165
Spent on foreign vacations last 12 mo: <\$1000	189	9.4%	157
Spent on foreign vacations last 12 mo: \$1000-\$2999	107	5.3%	130
Spent on foreign vacations last 12 mo: \$3000+	164	8.1%	166
Stayed 1+ nights at hotel/motel in last 12 months	1,171	58.1%	143

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Total Number of Adults		24,744	25,987
Households		12,042	12,597
Median Household Income		\$91,417	\$104,516

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	13,623	55.1%	110
Bought any women's apparel in last 12 months	12,011	48.5%	106
Bought apparel for child <13 in last 6 months	7,812	31.6%	111
Bought any shoes in last 12 months	14,449	58.4%	112
Bought costume jewelry in last 12 months	6,067	24.5%	117
Bought any fine jewelry in last 12 months	5,847	23.6%	107
Bought a watch in last 12 months	4,691	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	11,311	93.9%	109
HH bought/leased new vehicle last 12 mo	1,718	14.3%	149
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	23,279	94.1%	108
Bought/changed motor oil in last 12 months	12,524	50.6%	97
Had tune-up in last 12 months	8,618	34.8%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	16,562	66.9%	108
Drank regular cola in last 6 months	11,238	45.4%	89
Drank beer/ale in last 6 months	11,814	47.7%	112
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,513	14.2%	111
Bought film in last 12 months	4,740	19.2%	100
Bought digital camera in last 12 months	2,218	9.0%	131
Bought memory card for camera in last 12 months	2,355	9.5%	124
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	9,073	36.7%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,359	21.7%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	8,367	33.8%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	6,804	27.5%	130
Computers (Households)			
HH owns a personal computer	10,766	89.4%	121
Spent <\$500 on most recent home PC purchase	1,023	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	2,558	21.2%	119
Spent \$1000-\$1499 on most recent home PC purchase	2,134	17.7%	136
Spent \$1500-\$1999 on most recent home PC purchase	1,155	9.6%	135
Spent \$2000+ on most recent home PC purchase	1,135	9.4%	152

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	15,262	61.7%	102
Bought cigarettes at convenience store in last 30 days	2,794	11.3%	72
Bought gas at convenience store in last 30 days	8,247	33.3%	99
Spent at convenience store in last 30 days: <\$20	2,864	11.6%	120
Spent at convenience store in last 30 days: \$20-39	2,568	10.4%	102
Spent at convenience store in last 30 days: \$40+	8,440	34.1%	95
Entertainment (Adults)			
Attended movies in last 6 months	16,646	67.3%	114
Went to live theater in last 12 months	4,728	19.1%	145
Went to a bar/night club in last 12 months	5,422	21.9%	115
Dined out in last 12 months	15,016	60.7%	123
Gambled at a casino in last 12 months	4,545	18.4%	115
Visited a theme park in last 12 months	6,629	26.8%	125
DVDs rented in last 30 days: 1	807	3.3%	123
DVDs rented in last 30 days: 2	1,527	6.2%	133
DVDs rented in last 30 days: 3	996	4.0%	126
DVDs rented in last 30 days: 4	1,157	4.7%	121
DVDs rented in last 30 days: 5+	4,092	16.5%	125
DVDs purchased in last 30 days: 1	1,616	6.5%	131
DVDs purchased in last 30 days: 2	1,338	5.4%	114
DVDs purchased in last 30 days: 3-4	1,181	4.8%	103
DVDs purchased in last 30 days: 5+	1,048	4.2%	81
Spent on toys/games in last 12 months: <\$50	1,534	6.2%	102
Spent on toys/games in last 12 months: \$50-\$99	651	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	1,961	7.9%	110
Spent on toys/games in last 12 months: \$200-\$499	3,115	12.6%	116
Spent on toys/games in last 12 months: \$500+	1,939	7.8%	136
Financial (Adults)			
Have home mortgage (1st)	7,649	30.9%	161
Used ATM/cash machine in last 12 months	15,699	63.4%	125
Own any stock	3,769	15.2%	166
Own U.S. savings bond	2,313	9.3%	136
Own shares in mutual fund (stock)	3,964	16.0%	170
Own shares in mutual fund (bonds)	2,391	9.7%	163
Used full service brokerage firm in last 12 months	2,488	10.1%	162
Have savings account	11,506	46.5%	128
Have 401K retirement savings	6,836	27.6%	156
Did banking over the Internet in last 12 months	9,656	39.0%	143
Own any credit/debit card (in own name)	21,149	85.5%	116
Avg monthly credit card expenditures: <\$111	3,354	13.6%	98
Avg monthly credit card expenditures: \$111-225	2,051	8.3%	106
Avg monthly credit card expenditures: \$226-450	2,076	8.4%	112
Avg monthly credit card expenditures: \$451-700	2,000	8.1%	127
Avg monthly credit card expenditures: \$701+	5,798	23.4%	175

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,504	74.8%	105
Used bread in last 6 months	24,068	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	20,072	81.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	14,214	57.4%	109
Used fresh fruit/vegetables in last 6 months	22,493	90.9%	104
Used fresh milk in last 6 months	23,063	93.2%	103
Health (Adults)			
Exercise at home 2+ times per week	8,956	36.2%	121
Exercise at club 2+ times per week	4,607	18.6%	152
Visited a doctor in last 12 months	20,543	83.0%	107
Used vitamin/dietary supplement in last 6 months	13,598	55.0%	113
Home (Households)			
Any home improvement in last 12 months	4,961	41.2%	130
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,844	23.6%	152
Purchased any HH furnishing in last 12 months	4,365	36.2%	121
Purchased bedding/bath goods in last 12 months	6,861	57.0%	104
Purchased cooking/serving product in last 12 months	3,649	30.3%	110
Bought any kitchen appliance in last 12 months	2,453	20.4%	117
Insurance (Adults)			
Currently carry any life insurance	14,399	58.2%	122
Have medical/hospital/accident insurance	19,813	80.1%	112
Carry homeowner insurance	16,876	68.2%	129
Carry renter insurance	1,232	5.0%	81
Have auto/other vehicle insurance	22,552	91.1%	110
Pets (Households)			
HH owns any pet	7,146	59.3%	115
HH owns any cat	3,146	26.1%	108
HH owns any dog	5,337	44.3%	117
Reading Materials (Adults)			
Bought book in last 12 months	15,145	61.2%	122
Read any daily newspaper	11,417	46.1%	111
Heavy magazine reader	5,497	22.2%	112
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	20,295	82.0%	114
Went to family restaurant/steak house last mo: <2 times	6,707	27.1%	106
Went to family restaurant/steak house last mo: 2-4 times	7,961	32.2%	119
Went to family restaurant/steak house last mo: 5+ times	5,628	22.7%	117
Went to fast food/drive-in restaurant in last 6 mo	22,701	91.7%	103
Went to fast food/drive-in restaurant <6 times/mo	8,384	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	7,858	31.8%	110
Went to fast food/drive-in restaurant 14+ times/mo	6,458	26.1%	105
Fast food/drive-in last 6 mo: eat in	10,170	41.1%	109
Fast food/drive-in last 6 mo: home delivery	2,706	10.9%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	14,373	58.1%	111
Fast food/drive-in last 6 mo: take-out/walk-in	6,710	27.1%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	9,059	75.2%	116
HH average monthly long distance phone bill: <\$16	3,592	29.8%	108
HH average monthly long distance phone bill: \$16-25	1,608	13.4%	117
HH average monthly long distance phone bill: \$26-59	1,408	11.7%	128
HH average monthly long distance phone bill: \$60+	638	5.3%	119
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,574	13.1%	66
HH owns 2 TVs	2,891	24.0%	91
HH owns 3 TVs	2,948	24.5%	109
HH owns 4+ TVs	3,603	29.9%	142
HH subscribes to cable TV	8,051	66.9%	115
HH Purchased audio equipment in last 12 months	1,286	10.7%	110
HH Purchased CD player in last 12 months	468	3.9%	100
HH Purchased DVD player in last 12 months	1,254	10.4%	107
HH Purchased MP3 player in last 12 months	3,304	13.4%	131
HH Purchased video game system in last 12 months	1,658	13.8%	128
Travel (Adults)			
Domestic travel in last 12 months	16,844	68.1%	130
Took 3+ domestic trips in last 12 months	5,546	22.4%	151
Spent on domestic vacations last 12 mo: <\$1000	3,322	13.4%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,165	8.8%	130
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,622	6.6%	161
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,705	6.9%	166
Spent on domestic vacations last 12 mo: \$3000+	2,131	8.6%	170
Foreign travel in last 3 years	9,191	37.1%	144
Took 3+ foreign trips by plane in last 3 years	1,847	7.5%	157
Spent on foreign vacations last 12 mo: <\$1000	2,070	8.4%	140
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,318	5.3%	131
Spent on foreign vacations last 12 mo: \$3000+	2,041	8.2%	168
Stayed 1+ nights at hotel/motel in last 12 months	13,780	55.7%	137

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Total Number of Adults		79,773	83,755
Households		40,090	41,891
Median Household Income		\$78,731	\$88,693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	42,390	53.1%	106
Bought any women's apparel in last 12 months	38,532	48.3%	106
Bought apparel for child <13 in last 6 months	24,047	30.1%	106
Bought any shoes in last 12 months	44,809	56.2%	108
Bought costume jewelry in last 12 months	18,866	23.7%	113
Bought any fine jewelry in last 12 months	18,681	23.4%	106
Bought a watch in last 12 months	15,196	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	36,867	92.0%	107
HH bought/leased new vehicle last 12 mo	5,113	12.8%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	73,981	92.7%	107
Bought/changed motor oil in last 12 months	40,947	51.3%	98
Had tune-up in last 12 months	26,776	33.6%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	51,941	65.1%	105
Drank regular cola in last 6 months	36,974	46.3%	91
Drank beer/ale in last 6 months	36,951	46.3%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	11,035	13.8%	108
Bought film in last 12 months	15,680	19.7%	103
Bought digital camera in last 12 months	6,594	8.3%	121
Bought memory card for camera in last 12 months	7,160	9.0%	117
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	29,242	36.7%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	17,431	21.9%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	26,679	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	20,186	25.3%	120
Computers (Households)			
HH owns a personal computer	33,978	84.8%	115
Spent <\$500 on most recent home PC purchase	3,437	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	8,161	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	6,496	16.2%	124
Spent \$1500-\$1999 on most recent home PC purchase	3,538	8.8%	124
Spent \$2000+ on most recent home PC purchase	3,293	8.2%	132

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	48,914	61.3%	102
Bought cigarettes at convenience store in last 30 days	10,056	12.6%	81
Bought gas at convenience store in last 30 days	26,702	33.5%	100
Spent at convenience store in last 30 days: <\$20	8,506	10.7%	111
Spent at convenience store in last 30 days: \$20-39	8,360	10.5%	103
Spent at convenience store in last 30 days: \$40+	27,709	34.7%	96
Entertainment (Adults)			
Attended movies in last 6 months	51,576	64.7%	110
Went to live theater in last 12 months	14,038	17.6%	134
Went to a bar/night club in last 12 months	17,225	21.6%	113
Dined out in last 12 months	46,358	58.1%	118
Gambled at a casino in last 12 months	14,462	18.1%	113
Visited a theme park in last 12 months	19,902	24.9%	116
DVDs rented in last 30 days: 1	2,351	2.9%	111
DVDs rented in last 30 days: 2	4,519	5.7%	122
DVDs rented in last 30 days: 3	2,981	3.7%	117
DVDs rented in last 30 days: 4	3,483	4.4%	113
DVDs rented in last 30 days: 5+	12,171	15.3%	116
DVDs purchased in last 30 days: 1	4,664	5.8%	117
DVDs purchased in last 30 days: 2	4,094	5.1%	108
DVDs purchased in last 30 days: 3-4	3,651	4.6%	99
DVDs purchased in last 30 days: 5+	3,418	4.3%	82
Spent on toys/games in last 12 months: <\$50	4,978	6.2%	103
Spent on toys/games in last 12 months: \$50-\$99	2,089	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	5,991	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	9,633	12.1%	111
Spent on toys/games in last 12 months: \$500+	5,952	7.5%	130
Financial (Adults)			
Have home mortgage (1st)	21,867	27.4%	143
Used ATM/cash machine in last 12 months	48,156	60.4%	119
Own any stock	10,955	13.7%	149
Own U.S. savings bond	7,047	8.8%	129
Own shares in mutual fund (stock)	11,298	14.2%	151
Own shares in mutual fund (bonds)	6,972	8.7%	147
Used full service brokerage firm in last 12 months	7,419	9.3%	150
Have savings account	35,198	44.1%	121
Have 401K retirement savings	19,643	24.6%	139
Did banking over the Internet in last 12 months	28,532	35.8%	131
Own any credit/debit card (in own name)	66,544	83.4%	113
Avg monthly credit card expenditures: <\$111	10,822	13.6%	98
Avg monthly credit card expenditures: \$111-225	6,530	8.2%	105
Avg monthly credit card expenditures: \$226-450	6,670	8.4%	112
Avg monthly credit card expenditures: \$451-700	6,188	7.8%	122
Avg monthly credit card expenditures: \$701+	16,536	20.7%	155

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	58,873	73.8%	104
Used bread in last 6 months	77,525	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	63,651	79.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	45,150	56.6%	107
Used fresh fruit/vegetables in last 6 months	71,984	90.2%	103
Used fresh milk in last 6 months	74,027	92.8%	102
Health (Adults)			
Exercise at home 2+ times per week	27,570	34.6%	115
Exercise at club 2+ times per week	13,394	16.8%	137
Visited a doctor in last 12 months	65,852	82.5%	106
Used vitamin/dietary supplement in last 6 months	43,096	54.0%	111
Home (Households)			
Any home improvement in last 12 months	15,582	38.9%	123
Used housekeeper/maid/prof HH cleaning service in the last 12 months	8,614	21.5%	138
Purchased any HH furnishing in last 12 months	13,741	34.3%	114
Purchased bedding/bath goods in last 12 months	22,657	56.5%	103
Purchased cooking/serving product in last 12 months	11,879	29.6%	108
Bought any kitchen appliance in last 12 months	7,815	19.5%	112
Insurance (Adults)			
Currently carry any life insurance	44,743	56.1%	117
Have medical/hospital/accident insurance	63,110	79.1%	110
Carry homeowner insurance	51,507	64.6%	122
Carry renter insurance	4,536	5.7%	93
Have auto/other vehicle insurance	71,571	89.7%	108
Pets (Households)			
HH owns any pet	22,665	56.5%	109
HH owns any cat	10,040	25.0%	104
HH owns any dog	16,756	41.8%	110
Reading Materials (Adults)			
Bought book in last 12 months	46,947	58.9%	117
Read any daily newspaper	36,762	46.1%	111
Heavy magazine reader	17,251	21.6%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	63,460	79.6%	110
Went to family restaurant/steak house last mo: <2 times	21,429	26.9%	105
Went to family restaurant/steak house last mo: 2-4 times	24,431	30.6%	113
Went to family restaurant/steak house last mo: 5+ times	17,601	22.1%	113
Went to fast food/drive-in restaurant in last 6 mo	72,329	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	27,834	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/mo	24,231	30.4%	105
Went to fast food/drive-in restaurant 14+ times/mo	20,262	25.4%	102
Fast food/drive-in last 6 mo: eat in	31,754	39.8%	106
Fast food/drive-in last 6 mo: home delivery	8,509	10.7%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	44,654	56.0%	107
Fast food/drive-in last 6 mo: take-out/walk-in	21,081	26.4%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	29,043	72.4%	112
HH average monthly long distance phone bill: <\$16	11,976	29.9%	108
HH average monthly long distance phone bill: \$16-25	5,125	12.8%	112
HH average monthly long distance phone bill: \$26-59	4,315	10.8%	118
HH average monthly long distance phone bill: \$60+	2,009	5.0%	113
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	5,926	14.8%	75
HH owns 2 TVs	10,072	25.1%	96
HH owns 3 TVs	9,596	23.9%	107
HH owns 4+ TVs	10,916	27.2%	130
HH subscribes to cable TV	26,920	67.1%	116
HH Purchased audio equipment in last 12 months	4,031	10.1%	104
HH Purchased CD player in last 12 months	1,552	3.9%	100
HH Purchased DVD player in last 12 months	4,096	10.2%	105
HH Purchased MP3 player in last 12 months	9,748	12.2%	120
HH Purchased video game system in last 12 months	4,973	12.4%	115
Travel (Adults)			
Domestic travel in last 12 months	51,296	64.3%	123
Took 3+ domestic trips in last 12 months	16,076	20.2%	136
Spent on domestic vacations last 12 mo: <\$1000	10,842	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,722	8.4%	125
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,631	5.8%	142
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,737	5.9%	143
Spent on domestic vacations last 12 mo: \$3000+	6,119	7.7%	152
Foreign travel in last 3 years	27,341	34.3%	133
Took 3+ foreign trips by plane in last 3 years	5,393	6.8%	142
Spent on foreign vacations last 12 mo: <\$1000	6,116	7.7%	128
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,961	5.0%	122
Spent on foreign vacations last 12 mo: \$3000+	5,942	7.4%	152
Stayed 1+ nights at hotel/motel in last 12 months	41,134	51.6%	127

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	865	92.9%	126
Purchased home PC in last 12 months	193	20.8%	132
Purchased home PC 1-2 years ago	273	29.3%	130
Purchased home PC 3-4 years ago	247	26.5%	136
Purchased home PC 5+ years ago	111	11.9%	128
Spent <\$500 on home PC (most recent purchase)	74	8.0%	92
Spent \$500-999 on home PC (most recent purchase)	194	20.8%	117
Spent \$1000-1499 on home PC (most recent purchase)	177	19.0%	146
Spent \$1500-1999 on home PC (most recent purchase)	96	10.3%	145
Spent \$2000+ on home PC (most recent purchase)	98	10.5%	169
Purchased home PC at computer superstore	170	18.3%	143
Purchased home PC at department store	29	3.1%	63
Purchased home PC direct from manufacturer	198	21.2%	153
Purchased home PC at electronics store	146	15.7%	142
Purchased home PC on Internet	112	12.1%	140
Purchased home PC at warehouse discount outlet	26	2.7%	127
HH owns desktop PC	702	75.4%	131
HH owns laptop/notebook/tablet PC	421	45.2%	145
HH owns any Apple/Mac clone brand PC	73	7.8%	126
HH owns any IBM/IBM compatible brand PC	801	86.0%	128
Brand of PC that HH owns: Compaq	90	9.6%	114
Brand of PC that HH owns: Dell	396	42.5%	138
Brand of PC that HH owns: Gateway	83	8.9%	134
Brand of PC that HH owns: Hewlett Packard	205	22.0%	142
Brand of PC that HH owns: Sony Vaio	35	3.7%	129
Child (under 18) uses home PC	307	33.0%	156
HH owns CD burner	468	50.3%	136
HH owns CD ROM drive	466	50.0%	128
HH owns DVD drive	328	35.2%	141
HH owns DVD-RW (DVD burner)	273	29.3%	143
HH owns external hard drive	205	22.0%	155
HH owns flash drive	294	31.6%	154
HH owns LAN/network interface card	169	18.2%	164
HH owns inkjet printer	523	56.2%	132
HH owns laser printer	193	20.8%	151
HH owns modem/fax modem	265	28.5%	137
HH owns removable cartridge storage device	67	7.1%	124
HH owns scanner	389	41.7%	147
HH owns PC speakers	529	56.8%	136
HH owns tape backup	37	3.9%	149
HH owns webcam	141	15.1%	134
HH owns software: accounting	143	15.4%	173
HH owns software: communications/fax	121	13.0%	159
HH owns software: database/filing	108	11.6%	142
HH owns software: desktop publishing	172	18.5%	152

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	126	13.5%	135
HH owns software: entertainment/games	354	38.0%	131
HH owns software: online meeting/conference	38	4.1%	143
HH owns software: personal finance/tax prep	245	26.3%	186
HH owns software: presentation graphics	118	12.7%	159
HH owns software: multimedia	197	21.1%	138
HH owns software: networking	145	15.6%	139
HH owns software: security/anti-virus	388	41.7%	148
HH owns software: spreadsheet	349	37.4%	162
HH owns software: utility	97	10.4%	147
HH owns software: web authoring	46	5.0%	143
HH owns software: word processing	465	49.9%	148
Spent \$500+ on software for home PC in last 12 mo	32	3.5%	144
Purchased computer book in last 12 months	54	5.8%	134
HH owns fax machine	84	9.0%	150
Purchased audio equipment in last 12 months	99	10.6%	110
Purchased headphones in last 12 months	40	4.3%	108
HH owns camcorder	296	31.8%	163
Purchased camcorder in last 12 months	23	2.5%	116
HH owns CD player	522	56.0%	122
Purchased CD player in last 12 months	36	3.9%	100
HH owns DVD player	721	77.4%	117
Purchased DVD player in last 12 months	95	10.2%	105
HH owns 1 TV	101	10.8%	55
HH owns 2 TVs	210	22.6%	86
HH owns 3 TVs	244	26.2%	117
HH owns 4+ TVs	305	32.8%	156
HH owns miniature screen TV (<13 in)	85	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	23	2.5%	89
HH owns regular screen TV (13-26 in)	419	45.0%	104
Most recent TV purchase: regular screen (13-26 in)	172	18.4%	79
HH owns large screen TV (27-35 in)	480	51.5%	111
Most recent TV purchase: large screen (27-35 in)	260	28.0%	88
HH owns big screen TV (36-42 in)	260	27.9%	148
Most recent TV purchase: big screen (36-42 in)	186	19.9%	142
HH owns giant screen TV (over 42 in)	234	25.1%	177
Most recent TV purchase: giant screen (over 42 in)	178	19.1%	171
HH owns LCD TV	270	29.0%	151
HH owns plasma TV	108	11.6%	140
HH owns projection TV	87	9.3%	173
HH owns video game system	388	41.7%	125
Purchased video game system in last 12 months	143	15.3%	143
HH owns video game system: handheld	190	20.4%	133
HH owns video game system: attached to TV/computer	350	37.6%	127
HH owns video game system: Game Boy	82	8.8%	128
HH owns video game system: Game Boy Advance/SP	82	8.8%	134
HH owns video game system: Nintendo DS	111	12.0%	157

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ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	55	5.9%	118
HH owns video game system: Nintendo Wii	117	12.5%	186
HH owns video game system: PlayStation 2	167	18.0%	109
HH owns video game system: PlayStation 3	43	4.6%	128
HH owns video game system: Sony PlayStation/PS One	41	4.4%	109
HH owns video game system: Sony PSP	29	3.1%	106
HH owns video game system: Xbox	64	6.9%	115
HH owns video game system: Xbox 360	84	9.0%	140
HH purchased 5+ video games in last 12 months	76	8.1%	126
HH spent \$101+ on video games in last 12 months	103	11.0%	137
Owns MP3 player	740	36.7%	137
Purchased MP3 player in last 12 months	262	13.0%	128
Owns Apple iPod	334	16.6%	149
Purchased Apple iPod in last 12 months	85	4.2%	125
Have any access to the Internet	1,951	96.9%	115
Have access to Internet: at home	1,866	92.7%	132
Have access to Internet: at work	1,108	55.0%	147
Have access to Internet: at school/library	567	28.1%	112
Have access to Internet: not hm/work/school/library	451	22.4%	115
Use Internet less than once a week	45	2.2%	56
Use Internet 1-2 times per week	72	3.6%	65
Use Internet 3-6 times per week	152	7.5%	94
Use Internet once a day	235	11.7%	105
Use Internet 2-4 times per day	473	23.5%	133
Use Internet 5 or more times per day	818	40.6%	162
Any Internet or online usage in last 30 days	1,795	89.1%	126
Used Internet in last 30 days: at home	1,726	85.7%	138
Used Internet in last 30 days: at work	1,020	50.7%	159
Used Internet in last 30 days: at school/library	130	6.4%	84
Used Internet/30 days: not home/work/school/library	211	10.5%	113
Internet last 30 days: used email	1,700	84.4%	136
Internet last 30 days: used Instant Messenger	599	29.7%	117
Internet last 30 days: paid bills online	986	48.9%	149
Internet last 30 days: visited online blog	257	12.8%	133
Internet last 30 days: wrote online blog	74	3.7%	99
Internet last 30 days: visited chat room	83	4.1%	88
Internet last 30 days: looked for employment	285	14.2%	108
Internet last 30 days: played games online	426	21.2%	101
Internet last 30 days: traded/tracked investments	448	22.2%	199
Internet last 30 days: downloaded music	462	23.0%	125
Internet last 30 days: made phone call	124	6.1%	167
Internet last 30 days: made personal purchase	976	48.5%	157
Internet last 30 days: made business purchase	331	16.4%	172
Internet last 30 days: made travel plans	616	30.6%	177
Internet last 30 days: watched online video	526	26.1%	136
Internet last 30 days: obtained new/used car info	274	13.6%	154
Internet last 30 days: obtained financial info	787	39.1%	163
Internet last 30 days: obtained medical info	458	22.7%	136
Internet last 30 days: obtained latest news	1,165	57.8%	150
Internet last 30 days: obtained real estate info	336	16.7%	155

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	730	36.2%	156
Ordered anything on Internet in last 12 months	1,088	54.0%	156
Ordered on Internet/12 mo: airline ticket	619	30.7%	184
Ordered on Internet/12 mo: CD/tape	144	7.2%	163
Ordered on Internet/12 mo: clothing	463	23.0%	158
Ordered on Internet/12 mo: computer	100	5.0%	145
Ordered on Internet/12 mo: computer peripheral	140	7.0%	160
Ordered on Internet/12 mo: DVD	204	10.1%	154
Ordered on Internet/12 mo: flowers	174	8.6%	186
Ordered on Internet/12 mo: software	183	9.1%	159
Ordered on Internet/12 mo: tickets (concerts etc.)	363	18.0%	187
Ordered on Internet/12 mo: toy	172	8.5%	172
Purchased item from amazon.com in last 12 months	465	23.1%	164
Purchased item from barnes&noble.com in last 12 mo	101	5.0%	157
Purchased item from bestbuy.com in last 12 months	73	3.6%	144
Purchased item from ebay.com in last 12 months	279	13.8%	149
Purchased item from walmart.com in last 12 months	104	5.2%	126
Spent on Internet orders last 12 months: <\$100	121	6.0%	110
Spent on Internet orders last 12 months: \$100-199	145	7.2%	133
Spent on Internet orders last 12 months: \$200-499	255	12.7%	151
Spent on Internet orders last 12 months: \$500+	511	25.4%	174
Connection to Internet from home: dial-up modem	107	5.3%	64
Connection to Internet from home: cable modem	747	37.1%	138
Connection to Internet from home: DSL	735	36.5%	148
Connection to Internet from home: wireless	458	22.7%	165
Connection to Internet from home: any broadband	1,688	83.8%	142
DVDs rented in last 30 days: 1	74	3.7%	139
DVDs rented in last 30 days: 2	116	5.8%	124
DVDs rented in last 30 days: 3	89	4.4%	138
DVDs rented in last 30 days: 4	97	4.8%	125
DVDs rented in last 30 days: 5+	349	17.4%	131
Rented video tape/DVD last month: action/adventure	538	26.7%	132
Rented video tape/DVD last month: classic	120	6.0%	115
Rented video tape/DVD last month: comedy	534	26.5%	128
Rented video tape/DVD last month: drama	352	17.5%	129
Rented video tape/DVD last month: family/children	256	12.7%	143
Rented video tape/DVD last month: foreign	45	2.2%	113
Rented video tape/DVD last month: horror	138	6.9%	92
Rented video tape/DVD last month: romance	169	8.4%	112
Rented video tape/DVD last month: science fiction	116	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	382	19.0%	157
Rented video tape/DVD last mo at Hollywood Video	111	5.5%	133
Bought video tape/DVD last month: action/adventure	162	8.0%	96
Bought video tape/DVD last month: classic	34	1.7%	62
Bought video tape/DVD last month: comedy	176	8.7%	109
Bought video tape/DVD last month: drama	87	4.3%	100
Bought video tape/DVD last month: family/children	160	8.0%	135
Bought video tape/DVD last month: horror	37	1.8%	58
Bought video tape/DVD last month: romance	40	2.0%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	56	2.8%	112
Bought blank video tape in last 6 months	227	11.3%	99
Bought 7+ blank video tapes in last 6 months	39	1.9%	74
DVDs purchased in last 30 days: 1	139	6.9%	139
DVDs purchased in last 30 days: 2	119	5.9%	125
DVDs purchased in last 30 days: 3-4	96	4.8%	103
DVDs purchased in last 30 days: 5+	96	4.8%	92
Bought any camera in last 12 months	305	15.1%	118
Spent on cameras in last 12 months: <\$100	56	2.8%	63
Spent on cameras in last 12 months: \$100-199	75	3.7%	123
Spent on cameras in last 12 months: \$200+	139	6.9%	174
Own APS (point & shoot or SLR) camera	75	3.7%	135
Own digital camera	954	47.3%	144
Bought digital camera in last 12 months	206	10.3%	149
Own digital point & shoot camera	738	36.7%	147
Bought digital point & shoot camera in last 12 mo	150	7.5%	151
Own digital SLR camera	249	12.4%	133
Bought digital SLR camera in last 12 months	58	2.9%	128
Own 35mm auto focus point & shoot camera	109	5.4%	115
Own 35mm auto focus single lens reflex camera	63	3.1%	131
Own 35mm auto focus zoom camera	130	6.5%	115
Own 35mm single lens reflex camera	70	3.5%	116
Own Canon camera	484	24.1%	153
Bought Canon camera in last 12 months	72	3.6%	168
Own Fuji camera	73	3.6%	90
Own Kodak camera	231	11.5%	97
Bought Kodak camera in last 12 months	42	2.1%	70
Own Nikon camera	184	9.2%	169
Own Olympus camera	141	7.0%	154
Own Polaroid camera	32	1.6%	65
Bought any camera accessory in last 12 months	1,082	53.7%	126
Bought film in last 12 months	361	17.9%	94
Bought film in last 12 months: <3 rolls	174	8.6%	97
Bought film in last 12 months: 3-6 rolls	116	5.8%	92
Bought film in last 12 months: 7+ rolls	70	3.5%	82
Bought film in last 12 mo: APS (color prints)	48	2.4%	89
Bought film in last 12 mo: instant developing	31	1.6%	77
Bought film in last 12 mo: 35mm (black & white)	10	0.5%	52
Bought film in last 12 mo: 35mm (color prints)	215	10.7%	94
Bought Fuji film in last 12 months	96	4.7%	95
Bought Kodak film in last 12 months	212	10.6%	89
Bought store-brand film in last 12 months	44	2.2%	102
Purchased film in last 12 mo: department store	37	1.8%	49
Purchased film in last 12 mo: discount store	97	4.8%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	84	4.2%	89
Purchased film in last 12 mo: grocery store	43	2.1%	99
Purchased film in last 12 mo: 1 hour service store	45	2.3%	88
Had film processed at discount store	61	3.0%	92
Had film processed at drug store	75	3.7%	87
Had film processed at 1 hour service store	54	2.7%	92
Bought memory card for camera in last 12 months	201	10.0%	130
Own memory card for camera	709	35.2%	142

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Population 18+		24,744	25,987
Households		12,042	12,597
Median Household Income		\$91,417	\$104,516
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	10,766	89.4%	121
Purchased home PC in last 12 months	2,461	20.4%	130
Purchased home PC 1-2 years ago	3,480	28.9%	128
Purchased home PC 3-4 years ago	2,993	24.9%	128
Purchased home PC 5+ years ago	1,331	11.1%	119
Spent <\$500 on home PC (most recent purchase)	1,023	8.5%	98
Spent \$500-999 on home PC (most recent purchase)	2,558	21.2%	119
Spent \$1000-1499 on home PC (most recent purchase)	2,134	17.7%	136
Spent \$1500-1999 on home PC (most recent purchase)	1,155	9.6%	135
Spent \$2000+ on home PC (most recent purchase)	1,135	9.4%	152
Purchased home PC at computer superstore	2,075	17.2%	135
Purchased home PC at department store	473	3.9%	80
Purchased home PC direct from manufacturer	2,447	20.3%	146
Purchased home PC at electronics store	1,674	13.9%	126
Purchased home PC on Internet	1,407	11.7%	136
Purchased home PC at warehouse discount outlet	329	2.7%	125
HH owns desktop PC	8,576	71.2%	124
HH owns laptop/notebook/tablet PC	5,220	43.4%	139
HH owns any Apple/Mac clone brand PC	948	7.9%	126
HH owns any IBM/IBM compatible brand PC	9,920	82.4%	122
Brand of PC that HH owns: Compaq	1,177	9.8%	115
Brand of PC that HH owns: Dell	4,926	40.9%	133
Brand of PC that HH owns: Gateway	924	7.7%	115
Brand of PC that HH owns: Hewlett Packard	2,457	20.4%	131
Brand of PC that HH owns: Sony Vaio	433	3.6%	124
Child (under 18) uses home PC	3,641	30.2%	143
HH owns CD burner	5,731	47.6%	129
HH owns CD ROM drive	5,828	48.4%	124
HH owns DVD drive	3,959	32.9%	132
HH owns DVD-RW (DVD burner)	3,186	26.5%	129
HH owns external hard drive	2,430	20.2%	142
HH owns flash drive	3,498	29.0%	142
HH owns LAN/network interface card	1,998	16.6%	150
HH owns inkjet printer	6,538	54.3%	127
HH owns laser printer	2,380	19.8%	144
HH owns modem/fax modem	3,254	27.0%	130
HH owns removable cartridge storage device	817	6.8%	117
HH owns scanner	4,617	38.3%	135
HH owns PC speakers	6,425	53.4%	128
HH owns tape backup	432	3.6%	135
HH owns webcam	1,792	14.9%	131
HH owns software: accounting	1,624	13.5%	152
HH owns software: communications/fax	1,436	11.9%	146
HH owns software: database/filing	1,313	10.9%	134
HH owns software: desktop publishing	2,095	17.4%	143

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ECONOMIC DEVELOPMENT

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Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,462	12.1%	121
HH owns software: entertainment/games	4,308	35.8%	123
HH owns software: online meeting/conference	433	3.6%	126
HH owns software: personal finance/tax prep	2,760	22.9%	162
HH owns software: presentation graphics	1,401	11.6%	146
HH owns software: multimedia	2,381	19.8%	129
HH owns software: networking	1,791	14.9%	133
HH owns software: security/anti-virus	4,573	38.0%	135
HH owns software: spreadsheet	4,167	34.6%	150
HH owns software: utility	1,172	9.7%	137
HH owns software: web authoring	533	4.4%	128
HH owns software: word processing	5,651	46.9%	140
Spent \$500+ on software for home PC in last 12 mo	360	3.0%	125
Purchased computer book in last 12 months	646	5.4%	124
HH owns fax machine	1,043	8.7%	144
Purchased audio equipment in last 12 months	1,286	10.7%	110
Purchased headphones in last 12 months	553	4.6%	115
HH owns camcorder	3,522	29.2%	150
Purchased camcorder in last 12 months	314	2.6%	123
HH owns CD player	6,609	54.9%	119
Purchased CD player in last 12 months	468	3.9%	100
HH owns DVD player	8,938	74.2%	112
Purchased DVD player in last 12 months	1,254	10.4%	107
HH owns 1 TV	1,574	13.1%	66
HH owns 2 TVs	2,891	24.0%	91
HH owns 3 TVs	2,948	24.5%	109
HH owns 4+ TVs	3,603	29.9%	142
HH owns miniature screen TV (<13 in)	1,055	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	289	2.4%	87
HH owns regular screen TV (13-26 in)	5,360	44.5%	102
Most recent TV purchase: regular screen (13-26 in)	2,325	19.3%	83
HH owns large screen TV (27-35 in)	6,013	49.9%	107
Most recent TV purchase: large screen (27-35 in)	3,515	29.2%	92
HH owns big screen TV (36-42 in)	3,128	26.0%	137
Most recent TV purchase: big screen (36-42 in)	2,251	18.7%	132
HH owns giant screen TV (over 42 in)	2,662	22.1%	155
Most recent TV purchase: giant screen (over 42 in)	2,060	17.1%	153
HH owns LCD TV	3,267	27.1%	141
HH owns plasma TV	1,403	11.7%	141
HH owns projection TV	980	8.1%	151
HH owns video game system	4,781	39.7%	119
Purchased video game system in last 12 months	1,658	13.8%	128
HH owns video game system: handheld	2,348	19.5%	127
HH owns video game system: attached to TV/computer	4,286	35.6%	120
HH owns video game system: Game Boy	1,075	8.9%	130
HH owns video game system: Game Boy Advance/SP	1,045	8.7%	132
HH owns video game system: Nintendo DS	1,273	10.6%	139

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Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	719	6.0%	119
HH owns video game system: Nintendo Wii	1,255	10.4%	154
HH owns video game system: PlayStation 2	2,157	17.9%	109
HH owns video game system: PlayStation 3	516	4.3%	118
HH owns video game system: Sony PlayStation/PS One	543	4.5%	112
HH owns video game system: Sony PSP	381	3.2%	108
HH owns video game system: Xbox	803	6.7%	112
HH owns video game system: Xbox 360	1,017	8.4%	131
HH purchased 5+ video games in last 12 months	944	7.8%	121
HH spent \$101+ on video games in last 12 months	1,209	10.0%	124
Owns MP3 player	8,816	35.6%	133
Purchased MP3 player in last 12 months	3,304	13.4%	131
Owns Apple iPod	3,877	15.7%	141
Purchased Apple iPod in last 12 months	1,054	4.3%	126
Have any access to the Internet	23,508	95.0%	112
Have access to Internet: at home	21,999	88.9%	126
Have access to Internet: at work	12,708	51.4%	138
Have access to Internet: at school/library	6,819	27.6%	109
Have access to Internet: not hm/work/school/library	5,567	22.5%	116
Use Internet less than once a week	566	2.3%	57
Use Internet 1-2 times per week	989	4.0%	72
Use Internet 3-6 times per week	1,958	7.9%	98
Use Internet once a day	3,028	12.2%	111
Use Internet 2-4 times per day	5,573	22.5%	128
Use Internet 5 or more times per day	9,295	37.6%	150
Any Internet or online usage in last 30 days	21,408	86.5%	123
Used Internet in last 30 days: at home	20,260	81.9%	132
Used Internet in last 30 days: at work	11,499	46.5%	146
Used Internet in last 30 days: at school/library	1,869	7.6%	98
Used Internet/30 days: not home/work/school/library	2,664	10.8%	117
Internet last 30 days: used email	20,119	81.3%	131
Internet last 30 days: used Instant Messenger	7,364	29.8%	118
Internet last 30 days: paid bills online	11,103	44.9%	136
Internet last 30 days: visited online blog	3,111	12.6%	131
Internet last 30 days: wrote online blog	1,020	4.1%	112
Internet last 30 days: visited chat room	963	3.9%	83
Internet last 30 days: looked for employment	3,508	14.2%	108
Internet last 30 days: played games online	5,178	20.9%	100
Internet last 30 days: traded/tracked investments	4,916	19.9%	178
Internet last 30 days: downloaded music	5,201	21.0%	114
Internet last 30 days: made phone call	1,301	5.3%	143
Internet last 30 days: made personal purchase	11,260	45.5%	148
Internet last 30 days: made business purchase	3,675	14.9%	156
Internet last 30 days: made travel plans	7,063	28.5%	165
Internet last 30 days: watched online video	5,981	24.2%	126
Internet last 30 days: obtained new/used car info	3,031	12.3%	139
Internet last 30 days: obtained financial info	8,750	35.4%	148
Internet last 30 days: obtained medical info	5,371	21.7%	130
Internet last 30 days: obtained latest news	13,475	54.5%	142
Internet last 30 days: obtained real estate info	4,100	16.6%	154

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	8,278	33.5%	144
Ordered anything on Internet in last 12 months	12,751	51.5%	149
Ordered on Internet/12 mo: airline ticket	7,109	28.7%	172
Ordered on Internet/12 mo: CD/tape	1,612	6.5%	149
Ordered on Internet/12 mo: clothing	5,418	21.9%	151
Ordered on Internet/12 mo: computer	1,232	5.0%	145
Ordered on Internet/12 mo: computer peripheral	1,648	6.7%	153
Ordered on Internet/12 mo: DVD	2,274	9.2%	140
Ordered on Internet/12 mo: flowers	2,028	8.2%	177
Ordered on Internet/12 mo: software	2,200	8.9%	156
Ordered on Internet/12 mo: tickets (concerts etc.)	3,969	16.0%	167
Ordered on Internet/12 mo: toy	1,919	7.8%	156
Purchased item from amazon.com in last 12 months	5,359	21.7%	154
Purchased item from barnes&noble.com in last 12 mo	1,308	5.3%	165
Purchased item from bestbuy.com in last 12 months	852	3.4%	137
Purchased item from ebay.com in last 12 months	3,061	12.4%	133
Purchased item from walmart.com in last 12 months	1,203	4.9%	119
Spent on Internet orders last 12 months: <\$100	1,567	6.3%	116
Spent on Internet orders last 12 months: \$100-199	1,559	6.3%	117
Spent on Internet orders last 12 months: \$200-499	2,945	11.9%	142
Spent on Internet orders last 12 months: \$500+	6,046	24.4%	168
Connection to Internet from home: dial-up modem	1,502	6.1%	73
Connection to Internet from home: cable modem	9,349	37.8%	140
Connection to Internet from home: DSL	7,880	31.8%	129
Connection to Internet from home: wireless	5,313	21.5%	156
Connection to Internet from home: any broadband	19,716	79.7%	135
DVDs rented in last 30 days: 1	807	3.3%	123
DVDs rented in last 30 days: 2	1,527	6.2%	133
DVDs rented in last 30 days: 3	996	4.0%	126
DVDs rented in last 30 days: 4	1,157	4.7%	121
DVDs rented in last 30 days: 5+	4,092	16.5%	125
Rented video tape/DVD last month: action/adventure	6,118	24.7%	122
Rented video tape/DVD last month: classic	1,482	6.0%	115
Rented video tape/DVD last month: comedy	6,226	25.2%	122
Rented video tape/DVD last month: drama	4,320	17.5%	128
Rented video tape/DVD last month: family/children	2,798	11.3%	127
Rented video tape/DVD last month: foreign	591	2.4%	121
Rented video tape/DVD last month: horror	1,600	6.5%	87
Rented video tape/DVD last month: romance	2,003	8.1%	108
Rented video tape/DVD last month: science fiction	1,408	5.7%	107
Rented video tape/DVD last mo at Blockbuster Video	4,415	17.8%	148
Rented video tape/DVD last mo at Hollywood Video	1,287	5.2%	126
Bought video tape/DVD last month: action/adventure	2,037	8.2%	98
Bought video tape/DVD last month: classic	559	2.3%	83
Bought video tape/DVD last month: comedy	2,008	8.1%	101
Bought video tape/DVD last month: drama	1,089	4.4%	102
Bought video tape/DVD last month: family/children	1,710	6.9%	117
Bought video tape/DVD last month: horror	479	1.9%	62
Bought video tape/DVD last month: romance	528	2.1%	84

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	658	2.7%	107
Bought blank video tape in last 6 months	2,912	11.8%	104
Bought 7+ blank video tapes in last 6 months	569	2.3%	88
DVDs purchased in last 30 days: 1	1,616	6.5%	131
DVDs purchased in last 30 days: 2	1,338	5.4%	114
DVDs purchased in last 30 days: 3-4	1,181	4.8%	103
DVDs purchased in last 30 days: 5+	1,048	4.2%	81
Bought any camera in last 12 months	3,513	14.2%	111
Spent on cameras in last 12 months: <\$100	832	3.4%	76
Spent on cameras in last 12 months: \$100-199	841	3.4%	113
Spent on cameras in last 12 months: \$200+	1,438	5.8%	146
Own APS (point & shoot or SLR) camera	895	3.6%	131
Own digital camera	11,035	44.6%	135
Bought digital camera in last 12 months	2,218	9.0%	131
Own digital point & shoot camera	8,457	34.2%	137
Bought digital point & shoot camera in last 12 mo	1,590	6.4%	130
Own digital SLR camera	2,998	12.1%	131
Bought digital SLR camera in last 12 months	679	2.7%	122
Own 35mm auto focus point & shoot camera	1,332	5.4%	115
Own 35mm auto focus single lens reflex camera	854	3.5%	145
Own 35mm auto focus zoom camera	1,547	6.3%	111
Own 35mm single lens reflex camera	928	3.8%	125
Own Canon camera	5,624	22.7%	145
Bought Canon camera in last 12 months	751	3.0%	143
Own Fuji camera	925	3.7%	92
Own Kodak camera	2,802	11.3%	96
Bought Kodak camera in last 12 months	566	2.3%	77
Own Nikon camera	1,978	8.0%	148
Own Olympus camera	1,585	6.4%	141
Own Polaroid camera	460	1.9%	76
Bought any camera accessory in last 12 months	13,116	53.0%	124
Bought film in last 12 months	4,740	19.2%	100
Bought film in last 12 months: <3 rolls	2,172	8.8%	99
Bought film in last 12 months: 3-6 rolls	1,491	6.0%	96
Bought film in last 12 months: 7+ rolls	1,076	4.3%	103
Bought film in last 12 mo: APS (color prints)	686	2.8%	104
Bought film in last 12 mo: instant developing	424	1.7%	86
Bought film in last 12 mo: 35mm (black & white)	174	0.7%	74
Bought film in last 12 mo: 35mm (color prints)	2,841	11.5%	101
Bought Fuji film in last 12 months	1,229	5.0%	99
Bought Kodak film in last 12 months	2,868	11.6%	98
Bought store-brand film in last 12 months	544	2.2%	103
Purchased film in last 12 mo: department store	558	2.3%	61
Purchased film in last 12 mo: discount store	1,152	4.7%	98

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,171	4.7%	101
Purchased film in last 12 mo: grocery store	512	2.1%	96
Purchased film in last 12 mo: 1 hour service store	502	2.0%	80
Had film processed at discount store	756	3.1%	92
Had film processed at drug store	1,057	4.3%	100
Had film processed at 1 hour service store	616	2.5%	86
Bought memory card for camera in last 12 months	2,355	9.5%	124
Own memory card for camera	8,292	33.5%	135

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Population 18+		79,773	83,755
Households		40,090	41,891
Median Household Income		\$78,731	\$88,693
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	33,978	84.8%	115
Purchased home PC in last 12 months	7,507	18.7%	119
Purchased home PC 1-2 years ago	10,911	27.2%	121
Purchased home PC 3-4 years ago	9,379	23.4%	120
Purchased home PC 5+ years ago	4,227	10.5%	113
Spent <\$500 on home PC (most recent purchase)	3,437	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	8,161	20.4%	114
Spent \$1000-1499 on home PC (most recent purchase)	6,496	16.2%	124
Spent \$1500-1999 on home PC (most recent purchase)	3,538	8.8%	124
Spent \$2000+ on home PC (most recent purchase)	3,293	8.2%	132
Purchased home PC at computer superstore	6,356	15.9%	124
Purchased home PC at department store	1,674	4.2%	85
Purchased home PC direct from manufacturer	7,371	18.4%	132
Purchased home PC at electronics store	5,238	13.1%	118
Purchased home PC on Internet	4,246	10.6%	123
Purchased home PC at warehouse discount outlet	974	2.4%	111
HH owns desktop PC	26,950	67.2%	117
HH owns laptop/notebook/tablet PC	15,554	38.8%	124
HH owns any Apple/Mac clone brand PC	2,979	7.4%	119
HH owns any IBM/IBM compatible brand PC	31,205	77.8%	115
Brand of PC that HH owns: Compaq	3,764	9.4%	111
Brand of PC that HH owns: Dell	15,102	37.7%	122
Brand of PC that HH owns: Gateway	2,929	7.3%	110
Brand of PC that HH owns: Hewlett Packard	7,468	18.6%	120
Brand of PC that HH owns: Sony Vaio	1,306	3.3%	112
Child (under 18) uses home PC	10,727	26.8%	127
HH owns CD burner	17,711	44.2%	120
HH owns CD ROM drive	18,255	45.5%	116
HH owns DVD drive	12,081	30.1%	121
HH owns DVD-RW (DVD burner)	9,901	24.7%	120
HH owns external hard drive	7,241	18.1%	127
HH owns flash drive	10,529	26.3%	128
HH owns LAN/network interface card	5,850	14.6%	132
HH owns inkjet printer	20,424	50.9%	119
HH owns laser printer	7,130	17.8%	130
HH owns modem/fax modem	10,034	25.0%	120
HH owns removable cartridge storage device	2,563	6.4%	110
HH owns scanner	14,125	35.2%	124
HH owns PC speakers	19,863	49.5%	119
HH owns tape backup	1,318	3.3%	123
HH owns webcam	5,420	13.5%	119
HH owns software: accounting	4,676	11.7%	131
HH owns software: communications/fax	4,183	10.4%	128
HH owns software: database/filing	3,974	9.9%	122
HH owns software: desktop publishing	6,250	15.6%	129

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4,639	11.6%	115
HH owns software: entertainment/games	13,453	33.6%	116
HH owns software: online meeting/conference	1,336	3.3%	116
HH owns software: personal finance/tax prep	7,994	19.9%	141
HH owns software: presentation graphics	4,141	10.3%	129
HH owns software: multimedia	7,251	18.1%	118
HH owns software: networking	5,440	13.6%	121
HH owns software: security/anti-virus	13,924	34.7%	124
HH owns software: spreadsheet	12,312	30.7%	133
HH owns software: utility	3,565	8.9%	125
HH owns software: web authoring	1,650	4.1%	119
HH owns software: word processing	17,155	42.8%	127
Spent \$500+ on software for home PC in last 12 mo	1,111	2.8%	116
Purchased computer book in last 12 months	2,064	5.1%	119
HH owns fax machine	3,105	7.7%	129
Purchased audio equipment in last 12 months	4,031	10.1%	104
Purchased headphones in last 12 months	1,683	4.2%	105
HH owns camcorder	10,197	25.4%	130
Purchased camcorder in last 12 months	932	2.3%	109
HH owns CD player	21,166	52.8%	115
Purchased CD player in last 12 months	1,552	3.9%	100
HH owns DVD player	28,712	71.6%	108
Purchased DVD player in last 12 months	4,096	10.2%	105
HH owns 1 TV	5,926	14.8%	75
HH owns 2 TVs	10,072	25.1%	96
HH owns 3 TVs	9,596	23.9%	107
HH owns 4+ TVs	10,916	27.2%	130
HH owns miniature screen TV (<13 in)	3,474	8.7%	109
Most recent TV purchase: miniature screen (<13 in)	1,008	2.5%	91
HH owns regular screen TV (13-26 in)	17,995	44.9%	103
Most recent TV purchase: regular screen (13-26 in)	8,494	21.2%	91
HH owns large screen TV (27-35 in)	19,853	49.5%	106
Most recent TV purchase: large screen (27-35 in)	12,202	30.4%	96
HH owns big screen TV (36-42 in)	9,375	23.4%	124
Most recent TV purchase: big screen (36-42 in)	6,757	16.9%	119
HH owns giant screen TV (over 42 in)	7,702	19.2%	135
Most recent TV purchase: giant screen (over 42 in)	6,028	15.0%	135
HH owns LCD TV	9,946	24.8%	129
HH owns plasma TV	4,127	10.3%	124
HH owns projection TV	2,783	6.9%	128
HH owns video game system	14,861	37.1%	111
Purchased video game system in last 12 months	4,973	12.4%	115
HH owns video game system: handheld	7,195	17.9%	117
HH owns video game system: attached to TV/computer	13,212	33.0%	112
HH owns video game system: Game Boy	3,203	8.0%	116
HH owns video game system: Game Boy Advance/SP	3,209	8.0%	121
HH owns video game system: Nintendo DS	3,752	9.4%	123

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Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,226	5.6%	111
HH owns video game system: Nintendo Wii	3,598	9.0%	133
HH owns video game system: PlayStation 2	6,873	17.1%	104
HH owns video game system: PlayStation 3	1,619	4.0%	112
HH owns video game system: Sony PlayStation/PS One	1,731	4.3%	107
HH owns video game system: Sony PSP	1,217	3.0%	104
HH owns video game system: Xbox	2,564	6.4%	107
HH owns video game system: Xbox 360	3,085	7.7%	119
HH purchased 5+ video games in last 12 months	2,886	7.2%	111
HH spent \$101+ on video games in last 12 months	3,680	9.2%	114
Owns MP3 player	25,706	32.2%	120
Purchased MP3 player in last 12 months	9,748	12.2%	120
Owns Apple iPod	11,075	13.9%	125
Purchased Apple iPod in last 12 months	3,184	4.0%	118
Have any access to the Internet	73,924	92.7%	110
Have access to Internet: at home	66,984	84.0%	119
Have access to Internet: at work	37,439	46.9%	126
Have access to Internet: at school/library	21,434	26.9%	107
Have access to Internet: not hm/work/school/library	17,240	21.6%	111
Use Internet less than once a week	2,250	2.8%	71
Use Internet 1-2 times per week	3,563	4.5%	81
Use Internet 3-6 times per week	6,427	8.1%	100
Use Internet once a day	9,596	12.0%	109
Use Internet 2-4 times per day	17,106	21.4%	122
Use Internet 5 or more times per day	26,810	33.6%	134
Any Internet or online usage in last 30 days	65,753	82.4%	117
Used Internet in last 30 days: at home	61,077	76.6%	123
Used Internet in last 30 days: at work	33,299	41.7%	131
Used Internet in last 30 days: at school/library	5,844	7.3%	95
Used Internet/30 days: not home/work/school/library	8,096	10.1%	110
Internet last 30 days: used email	60,831	76.3%	122
Internet last 30 days: used Instant Messenger	22,430	28.1%	111
Internet last 30 days: paid bills online	33,192	41.6%	127
Internet last 30 days: visited online blog	9,223	11.6%	121
Internet last 30 days: wrote online blog	3,102	3.9%	105
Internet last 30 days: visited chat room	3,206	4.0%	86
Internet last 30 days: looked for employment	10,826	13.6%	104
Internet last 30 days: played games online	16,828	21.1%	100
Internet last 30 days: traded/tracked investments	13,712	17.2%	154
Internet last 30 days: downloaded music	16,279	20.4%	111
Internet last 30 days: made phone call	3,724	4.7%	127
Internet last 30 days: made personal purchase	33,103	41.5%	135
Internet last 30 days: made business purchase	10,496	13.2%	138
Internet last 30 days: made travel plans	19,863	24.9%	144
Internet last 30 days: watched online video	18,087	22.7%	118
Internet last 30 days: obtained new/used car info	8,937	11.2%	127
Internet last 30 days: obtained financial info	25,766	32.3%	135
Internet last 30 days: obtained medical info	16,565	20.8%	124
Internet last 30 days: obtained latest news	39,962	50.1%	130
Internet last 30 days: obtained real estate info	11,801	14.8%	137

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ECONOMIC DEVELOPMENT

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Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	24,361	30.5%	132
Ordered anything on Internet in last 12 months	37,499	47.0%	136
Ordered on Internet/12 mo: airline ticket	20,337	25.5%	152
Ordered on Internet/12 mo: CD/tape	4,848	6.1%	139
Ordered on Internet/12 mo: clothing	15,968	20.0%	138
Ordered on Internet/12 mo: computer	3,570	4.5%	131
Ordered on Internet/12 mo: computer peripheral	4,782	6.0%	138
Ordered on Internet/12 mo: DVD	6,729	8.4%	128
Ordered on Internet/12 mo: flowers	5,771	7.2%	156
Ordered on Internet/12 mo: software	6,342	8.0%	140
Ordered on Internet/12 mo: tickets (concerts etc.)	11,196	14.0%	146
Ordered on Internet/12 mo: toy	5,360	6.7%	135
Purchased item from amazon.com in last 12 months	15,642	19.6%	140
Purchased item from barnes&noble.com in last 12 mo	3,728	4.7%	146
Purchased item from bestbuy.com in last 12 months	2,629	3.3%	131
Purchased item from ebay.com in last 12 months	8,939	11.2%	120
Purchased item from walmart.com in last 12 months	3,620	4.5%	111
Spent on Internet orders last 12 months: <\$100	4,760	6.0%	110
Spent on Internet orders last 12 months: \$100-199	4,880	6.1%	113
Spent on Internet orders last 12 months: \$200-499	8,575	10.7%	128
Spent on Internet orders last 12 months: \$500+	17,347	21.7%	150
Connection to Internet from home: dial-up modem	5,299	6.6%	80
Connection to Internet from home: cable modem	28,740	36.0%	134
Connection to Internet from home: DSL	23,236	29.1%	118
Connection to Internet from home: wireless	15,011	18.8%	137
Connection to Internet from home: any broadband	59,264	74.3%	126
DVDs rented in last 30 days: 1	2,351	2.9%	111
DVDs rented in last 30 days: 2	4,519	5.7%	122
DVDs rented in last 30 days: 3	2,981	3.7%	117
DVDs rented in last 30 days: 4	3,483	4.4%	113
DVDs rented in last 30 days: 5+	12,171	15.3%	116
Rented video tape/DVD last month: action/adventure	18,359	23.0%	114
Rented video tape/DVD last month: classic	4,561	5.7%	110
Rented video tape/DVD last month: comedy	18,764	23.5%	114
Rented video tape/DVD last month: drama	12,897	16.2%	119
Rented video tape/DVD last month: family/children	8,250	10.3%	116
Rented video tape/DVD last month: foreign	1,767	2.2%	112
Rented video tape/DVD last month: horror	5,155	6.5%	87
Rented video tape/DVD last month: romance	6,333	7.9%	106
Rented video tape/DVD last month: science fiction	4,311	5.4%	102
Rented video tape/DVD last mo at Blockbuster Video	12,746	16.0%	132
Rented video tape/DVD last mo at Hollywood Video	3,629	4.5%	110
Bought video tape/DVD last month: action/adventure	6,516	8.2%	98
Bought video tape/DVD last month: classic	1,842	2.3%	85
Bought video tape/DVD last month: comedy	6,319	7.9%	98
Bought video tape/DVD last month: drama	3,387	4.2%	98
Bought video tape/DVD last month: family/children	5,084	6.4%	108
Bought video tape/DVD last month: horror	1,594	2.0%	64
Bought video tape/DVD last month: romance	1,837	2.3%	90

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ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,971	2.5%	99
Bought blank video tape in last 6 months	9,277	11.6%	102
Bought 7+ blank video tapes in last 6 months	1,964	2.5%	94
DVDs purchased in last 30 days: 1	4,664	5.8%	117
DVDs purchased in last 30 days: 2	4,094	5.1%	108
DVDs purchased in last 30 days: 3-4	3,651	4.6%	99
DVDs purchased in last 30 days: 5+	3,418	4.3%	82
Bought any camera in last 12 months	11,035	13.8%	108
Spent on cameras in last 12 months: <\$100	2,995	3.8%	85
Spent on cameras in last 12 months: \$100-199	2,611	3.3%	109
Spent on cameras in last 12 months: \$200+	4,118	5.2%	130
Own APS (point & shoot or SLR) camera	2,899	3.6%	132
Own digital camera	33,089	41.5%	126
Bought digital camera in last 12 months	6,594	8.3%	121
Own digital point & shoot camera	25,121	31.5%	127
Bought digital point & shoot camera in last 12 mo	4,733	5.9%	120
Own digital SLR camera	9,192	11.5%	124
Bought digital SLR camera in last 12 months	2,053	2.6%	114
Own 35mm auto focus point & shoot camera	4,155	5.2%	111
Own 35mm auto focus single lens reflex camera	2,507	3.1%	132
Own 35mm auto focus zoom camera	4,864	6.1%	108
Own 35mm single lens reflex camera	2,961	3.7%	124
Own Canon camera	16,580	20.8%	132
Bought Canon camera in last 12 months	2,156	2.7%	127
Own Fuji camera	3,173	4.0%	98
Own Kodak camera	9,320	11.7%	99
Bought Kodak camera in last 12 months	1,903	2.4%	80
Own Nikon camera	5,751	7.2%	133
Own Olympus camera	4,839	6.1%	134
Own Polaroid camera	1,596	2.0%	81
Bought any camera accessory in last 12 months	40,586	50.9%	119
Bought film in last 12 months	15,680	19.7%	103
Bought film in last 12 months: <3 rolls	7,128	8.9%	100
Bought film in last 12 months: 3-6 rolls	5,076	6.4%	102
Bought film in last 12 months: 7+ rolls	3,472	4.4%	103
Bought film in last 12 mo: APS (color prints)	2,271	2.8%	107
Bought film in last 12 mo: instant developing	1,406	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	674	0.8%	89
Bought film in last 12 mo: 35mm (color prints)	9,409	11.8%	103
Bought Fuji film in last 12 months	4,048	5.1%	101
Bought Kodak film in last 12 months	9,715	12.2%	103
Bought store-brand film in last 12 months	1,784	2.2%	105
Purchased film in last 12 mo: department store	2,124	2.7%	72
Purchased film in last 12 mo: discount store	3,827	4.8%	101

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466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

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Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	4,052	5.1%	108
Purchased film in last 12 mo: grocery store	1,721	2.2%	100
Purchased film in last 12 mo: 1 hour service store	1,746	2.2%	86
Had film processed at discount store	2,563	3.2%	97
Had film processed at drug store	3,665	4.6%	108
Had film processed at 1 hour service store	2,163	2.7%	93
Bought memory card for camera in last 12 months	7,160	9.0%	117
Own memory card for camera	24,951	31.3%	126

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	1,203	59.7%	121
Bank/financial institution: use savings & loan	221	11.0%	105
Bank/financial institution: use credit union	593	29.4%	130
Bank/financial institution: use fed savings bank	53	2.6%	114
Bank/financial institution: use mutual funds co	102	5.1%	155
Bank/financial institution: use Internet Bank	126	6.3%	145
Used ATM/cash machine in last 12 months	1,318	65.4%	129
Banked in person in last 12 months	1,238	61.5%	119
Banked by mail in last 12 months	142	7.1%	132
Banked by phone in last 12 months	346	17.2%	114
Did banking over the Internet in last 12 months	829	41.2%	151
Used direct deposit of paycheck in last 12 months	994	49.4%	128
Have interest checking account	908	45.1%	140
Have non-interest checking account	590	29.3%	110
Have money market account	411	20.4%	166
Have savings account	950	47.2%	130
Have 401K retirement savings	594	29.5%	166
Have IRA retirement savings	506	25.1%	167
Have auto loan for new car	338	16.8%	145
Have personal loan for education only	99	4.9%	121
Have personal loan-not for education	69	3.4%	136
Have home mortgage (1st)	655	32.5%	169
Have 2nd mortgage (equity loan)	235	11.7%	186
Have home equity line of credit	202	10.0%	167
Have personal line of credit	123	6.1%	135
Have overdraft protection	409	20.3%	153
Own any securities investment	747	37.1%	149
Own annuities	86	4.3%	141
Own certificate of deposit (6 months or less)	93	4.6%	131
Own certificate of deposit (more than 6 months)	137	6.8%	122
Own common/preferred stock in company you work for	119	5.9%	196
Own common stock in company you don't work for	220	10.9%	173
Own insured money market account (bank)	67	3.3%	161
Own shares in money market fund	233	11.6%	174
Own shares in mutual fund (bonds)	209	10.4%	175
Own shares in mutual fund (stock)	357	17.7%	189
Own any stock	318	15.8%	172
Own stock with market value <\$10000	90	4.5%	144
Own stock with market value \$10000-49999	74	3.7%	147
Own stock with market value \$50000+	101	5.0%	201

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Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	198		9.8%	144
Used financial planning counsel in last 12 months	272		13.5%	172
Used full service brokerage firm in last 12 months	207		10.3%	166
Own any credit/debit card (in own name)	1,759		87.3%	118
Own American Express card (in own name)	457		22.7%	183
Own Discover card (in own name)	317		15.7%	141
Own MasterCard (in own name)	878		43.6%	127
Own Visa (in own name)	1,239		61.5%	125
Own any department store credit card (in own name)	807		40.1%	129
Avg monthly credit card expenditures: <\$111	283		14.1%	101
Avg monthly credit card expenditures: \$111-225	172		8.5%	110
Avg monthly credit card expenditures: \$226-450	171		8.5%	114
Avg monthly credit card expenditures: \$451-700	171		8.5%	133
Avg monthly credit card expenditures: \$701+	497		24.7%	185

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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015	
Population		34,358	35,856	
Population 18+		24,744	25,987	
Households		12,042	12,597	
Median Household Income		\$91,417	\$104,516	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		14,507	58.6%	119
Bank/financial institution: use savings & loan		2,890	11.7%	112
Bank/financial institution: use credit union		6,836	27.6%	122
Bank/financial institution: use fed savings bank		612	2.5%	107
Bank/financial institution: use mutual funds co		1,336	5.4%	165
Bank/financial institution: use Internet Bank		1,396	5.6%	131
Used ATM/cash machine in last 12 months		15,699	63.4%	125
Banked in person in last 12 months		14,898	60.2%	116
Banked by mail in last 12 months		1,715	6.9%	130
Banked by phone in last 12 months		4,141	16.7%	111
Did banking over the Internet in last 12 months		9,656	39.0%	143
Used direct deposit of paycheck in last 12 months		11,783	47.6%	123
Have interest checking account		10,613	42.9%	133
Have non-interest checking account		7,337	29.7%	111
Have money market account		5,004	20.2%	164
Have savings account		11,506	46.5%	128
Have 401K retirement savings		6,836	27.6%	156
Have IRA retirement savings		5,965	24.1%	160
Have auto loan for new car		3,798	15.3%	133
Have personal loan for education only		1,224	4.9%	122
Have personal loan-not for education		670	2.7%	108
Have home mortgage (1st)		7,649	30.9%	161
Have 2nd mortgage (equity loan)		2,664	10.8%	171
Have home equity line of credit		2,572	10.4%	173
Have personal line of credit		1,449	5.9%	129
Have overdraft protection		4,646	18.8%	141
Own any securities investment		8,816	35.6%	143
Own annuities		1,014	4.1%	135
Own certificate of deposit (6 months or less)		1,126	4.6%	129
Own certificate of deposit (more than 6 months)		1,770	7.2%	128
Own common/preferred stock in company you work for		1,318	5.3%	177
Own common stock in company you don't work for		2,634	10.6%	169
Own insured money market account (bank)		827	3.3%	162
Own shares in money market fund		2,817	11.4%	172
Own shares in mutual fund (bonds)		2,391	9.7%	163
Own shares in mutual fund (stock)		3,964	16.0%	170
Own any stock		3,769	15.2%	166
Own stock with market value <\$10000		1,071	4.3%	139
Own stock with market value \$10000-49999		942	3.8%	152
Own stock with market value \$50000+		1,188	4.8%	192

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	2,313		9.3%	136
Used financial planning counsel in last 12 months	3,053		12.3%	157
Used full service brokerage firm in last 12 months	2,488		10.1%	162
Own any credit/debit card (in own name)	21,149		85.5%	116
Own American Express card (in own name)	5,152		20.8%	168
Own Discover card (in own name)	3,577		14.5%	129
Own MasterCard (in own name)	10,623		42.9%	125
Own Visa (in own name)	14,850		60.0%	122
Own any department store credit card (in own name)	9,606		38.8%	125
Avg monthly credit card expenditures: <\$111	3,354		13.6%	98
Avg monthly credit card expenditures: \$111-225	2,051		8.3%	106
Avg monthly credit card expenditures: \$226-450	2,076		8.4%	112
Avg monthly credit card expenditures: \$451-700	2,000		8.1%	127
Avg monthly credit card expenditures: \$701+	5,798		23.4%	175

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Financial Investments Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015	
Population		108,520	113,257	
Population 18+		79,773	83,755	
Households		40,090	41,891	
Median Household Income		\$78,731	\$88,693	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		45,356	56.9%	115
Bank/financial institution: use savings & loan		9,161	11.5%	110
Bank/financial institution: use credit union		21,545	27.0%	119
Bank/financial institution: use fed savings bank		1,946	2.4%	106
Bank/financial institution: use mutual funds co		3,800	4.8%	146
Bank/financial institution: use Internet Bank		4,187	5.2%	122
Used ATM/cash machine in last 12 months		48,156	60.4%	119
Banked in person in last 12 months		46,874	58.8%	113
Banked by mail in last 12 months		5,239	6.6%	123
Banked by phone in last 12 months		13,145	16.5%	110
Did banking over the Internet in last 12 months		28,532	35.8%	131
Used direct deposit of paycheck in last 12 months		36,652	45.9%	119
Have interest checking account		32,490	40.7%	126
Have non-interest checking account		23,194	29.1%	109
Have money market account		14,724	18.5%	150
Have savings account		35,198	44.1%	121
Have 401K retirement savings		19,643	24.6%	139
Have IRA retirement savings		17,376	21.8%	145
Have auto loan for new car		11,205	14.0%	122
Have personal loan for education only		3,671	4.6%	113
Have personal loan-not for education		1,958	2.5%	98
Have home mortgage (1st)		21,867	27.4%	143
Have 2nd mortgage (equity loan)		7,515	9.4%	150
Have home equity line of credit		7,282	9.1%	152
Have personal line of credit		4,403	5.5%	122
Have overdraft protection		13,895	17.4%	131
Own any securities investment		26,578	33.3%	133
Own annuities		3,250	4.1%	134
Own certificate of deposit (6 months or less)		3,589	4.5%	128
Own certificate of deposit (more than 6 months)		5,602	7.0%	126
Own common/preferred stock in company you work for		3,635	4.6%	151
Own common stock in company you don't work for		7,747	9.7%	154
Own insured money market account (bank)		2,437	3.1%	148
Own shares in money market fund		8,154	10.2%	154
Own shares in mutual fund (bonds)		6,972	8.7%	147
Own shares in mutual fund (stock)		11,298	14.2%	151
Own any stock		10,955	13.7%	149
Own stock with market value <\$10000		3,128	3.9%	126
Own stock with market value \$10000-49999		2,823	3.5%	141
Own stock with market value \$50000+		3,282	4.1%	165

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ECONOMIC DEVELOPMENT

Financial Investments Market Potential

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Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	7,047		8.8%	129
Used financial planning counsel in last 12 months	9,021		11.3%	144
Used full service brokerage firm in last 12 months	7,419		9.3%	150
Own any credit/debit card (in own name)	66,544		83.4%	113
Own American Express card (in own name)	14,746		18.5%	149
Own Discover card (in own name)	10,938		13.7%	123
Own MasterCard (in own name)	33,047		41.4%	121
Own Visa (in own name)	46,198		57.9%	118
Own any department store credit card (in own name)	30,204		37.9%	122
Avg monthly credit card expenditures: <\$111	10,822		13.6%	98
Avg monthly credit card expenditures: \$111-225	6,530		8.2%	105
Avg monthly credit card expenditures: \$226-450	6,670		8.4%	112
Avg monthly credit card expenditures: \$451-700	6,188		7.8%	122
Avg monthly credit card expenditures: \$701+	16,536		20.7%	155

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	563	60.5%	117
HH owns any bird	23	2.5%	85
HH owns any cat	237	25.5%	106
HH owns any dog	425	45.7%	121
HH owns 1 cat	123	13.2%	103
HH owns 2+ cats	113	12.1%	105
HH owns 1 dog	264	28.4%	121
HH owns 2+ dogs	161	17.3%	118
HH used canned cat food in last 6 months	105	11.3%	97
HH used <4 cans of cat food in last 7 days	35	3.8%	86
HH used 8+ cans of cat food in last 7 days	28	3.0%	84
HH used packaged dry cat food in last 6 months	227	24.4%	105
HH used <5 pounds of packaged dry cat food last mo	80	8.6%	105
HH used 11+ pounds of packaged dry cat food last mo	63	6.8%	94
HH used cat treats in last 6 months	94	10.1%	98
HH used cat litter in last 6 months	212	22.8%	111
HH used canned dog food in last 6 months	129	13.9%	105
HH used packaged dry dog food in last 6 months	414	44.5%	122
HH used <10 pounds of pkgd dry dog food last month	173	18.6%	112
HH used 25+ pounds of pkgd dry dog food last month	130	14.0%	127
HH used dog biscuits/treats in last 6 months	339	36.4%	123
HH used <2 packages of dog biscuits/treats last mo	179	19.2%	130
HH used 4+ packages of dog biscuits/treats last mo	53	5.7%	103
HH used flea/tick care prod for cat/dog last 12 mo	331	35.6%	105
HH member took pet to vet in last 12 mo: 1 time	139	14.9%	118
HH member took pet to vet in last 12 mo: 2 times	125	13.4%	122
HH member took pet to vet in last 12 mo: 3 times	64	6.9%	122
HH member took pet to vet in last 12 mo: 4 times	50	5.4%	130
HH member took pet to vet in last 12 mo: 5+ times	70	7.5%	135
Bought pet food from vet in last 12 months	56	6.0%	118
Bought flea control product from vet in last 12 mo	148	15.9%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Population 18+		24,744	25,987
Households		12,042	12,597
Median Household Income		\$91,417	\$104,516
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	7,146	59.3%	115
HH owns any bird	311	2.6%	89
HH owns any cat	3,146	26.1%	108
HH owns any dog	5,337	44.3%	117
HH owns 1 cat	1,660	13.8%	108
HH owns 2+ cats	1,485	12.3%	107
HH owns 1 dog	3,394	28.2%	120
HH owns 2+ dogs	1,943	16.1%	110
HH used canned cat food in last 6 months	1,467	12.2%	105
HH used <4 cans of cat food in last 7 days	538	4.5%	103
HH used 8+ cans of cat food in last 7 days	421	3.5%	97
HH used packaged dry cat food in last 6 months	3,039	25.2%	109
HH used <5 pounds of packaged dry cat food last mo	1,132	9.4%	115
HH used 11+ pounds of packaged dry cat food last mo	820	6.8%	95
HH used cat treats in last 6 months	1,318	10.9%	107
HH used cat litter in last 6 months	2,763	22.9%	112
HH used canned dog food in last 6 months	1,655	13.7%	104
HH used packaged dry dog food in last 6 months	5,140	42.7%	117
HH used <10 pounds of pkgd dry dog food last month	2,220	18.4%	111
HH used 25+ pounds of pkgd dry dog food last month	1,580	13.1%	119
HH used dog biscuits/treats in last 6 months	4,277	35.5%	120
HH used <2 packages of dog biscuits/treats last mo	2,256	18.7%	126
HH used 4+ packages of dog biscuits/treats last mo	686	5.7%	103
HH used flea/tick care prod for cat/dog last 12 mo	4,457	37.0%	109
HH member took pet to vet in last 12 mo: 1 time	1,777	14.8%	116
HH member took pet to vet in last 12 mo: 2 times	1,533	12.7%	115
HH member took pet to vet in last 12 mo: 3 times	814	6.8%	120
HH member took pet to vet in last 12 mo: 4 times	582	4.8%	117
HH member took pet to vet in last 12 mo: 5+ times	923	7.7%	137
Bought pet food from vet in last 12 months	724	6.0%	118
Bought flea control product from vet in last 12 mo	1,998	16.6%	124

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Population 18+		79,773	83,755
Households		40,090	41,891
Median Household Income		\$78,731	\$88,693
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	22,665	56.5%	109
HH owns any bird	1,057	2.6%	91
HH owns any cat	10,040	25.0%	104
HH owns any dog	16,756	41.8%	110
HH owns 1 cat	5,383	13.4%	105
HH owns 2+ cats	4,655	11.6%	100
HH owns 1 dog	10,786	26.9%	115
HH owns 2+ dogs	5,968	14.9%	101
HH used canned cat food in last 6 months	4,797	12.0%	103
HH used <4 cans of cat food in last 7 days	1,746	4.4%	100
HH used 8+ cans of cat food in last 7 days	1,410	3.5%	98
HH used packaged dry cat food in last 6 months	9,701	24.2%	104
HH used <5 pounds of packaged dry cat food last mo	3,603	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo	2,608	6.5%	90
HH used cat treats in last 6 months	4,192	10.5%	102
HH used cat litter in last 6 months	8,804	22.0%	107
HH used canned dog food in last 6 months	5,418	13.5%	102
HH used packaged dry dog food in last 6 months	16,103	40.2%	110
HH used <10 pounds of pkgd dry dog food last month	7,118	17.8%	107
HH used 25+ pounds of pkgd dry dog food last month	4,796	12.0%	109
HH used dog biscuits/treats in last 6 months	13,390	33.4%	113
HH used <2 packages of dog biscuits/treats last mo	6,956	17.4%	117
HH used 4+ packages of dog biscuits/treats last mo	2,210	5.5%	100
HH used flea/tick care prod for cat/dog last 12 mo	14,424	36.0%	106
HH member took pet to vet in last 12 mo: 1 time	5,692	14.2%	112
HH member took pet to vet in last 12 mo: 2 times	4,913	12.3%	111
HH member took pet to vet in last 12 mo: 3 times	2,413	6.0%	107
HH member took pet to vet in last 12 mo: 4 times	1,845	4.6%	111
HH member took pet to vet in last 12 mo: 5+ times	2,708	6.8%	121
Bought pet food from vet in last 12 months	2,281	5.7%	111
Bought flea control product from vet in last 12 mo	6,262	15.6%	117

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	739	36.7%	122
Exercise at club 2+ times per week	402	20.0%	163
Exercise at other facility (not club) 2+ times/wk	197	9.8%	121
Own stationary bicycle	148	7.3%	130
Own treadmill	302	15.0%	153
Own weight lifting equipment	391	19.4%	150
Presently controlling diet	937	46.5%	113
Diet control for blood sugar level	132	6.6%	89
Diet control for cholesterol level	196	9.7%	96
Diet control to maintain weight	286	14.2%	127
Diet control for physical fitness	289	14.4%	144
Diet control for salt restriction	45	2.2%	67
Diet control for weight loss	352	17.5%	123
Used doctor's care/diet for diet method	43	2.1%	71
Used exercise program for diet method	232	11.5%	136
Used Weight Watchers as diet method	74	3.7%	121
Buy foods specifically labeled as fat-free	402	20.0%	114
Buy foods specifically labeled as high fiber	305	15.1%	132
Buy foods specifically labeled as high protein	142	7.1%	129
Buy foods specifically labeled as lactose-free	38	1.9%	102
Buy foods specifically labeled as low-calorie	264	13.1%	121
Buy foods specifically labeled as low-carb	173	8.6%	111
Buy foods specifically labeled as low-cholesterol	182	9.0%	109
Buy foods specifically labeled as low-fat	336	16.7%	125
Buy foods specifically labeled as low-sodium	195	9.7%	108
Buy foods specifically labeled as natural/organic	215	10.7%	127
Buy foods specifically labeled as sugar-free	309	15.3%	115
Used butter alternatives in last 6 months	59	2.9%	70
Used egg alternatives in last 6 months	277	13.8%	97
Used salt alternatives in last 6 months	512	25.4%	91
Drank meal/dietary supplement in last 6 months	143	7.1%	97
Used nutrition/energy bar in last 6 months	407	20.2%	143
Drank sports drink/thirst quencher in last 6 mo	672	33.4%	105
Used vitamin/dietary supplement in last 6 months	1,120	55.6%	115
Vitamin/dietary suppl used/6 mo: antioxidant	62	3.1%	106
Vitamin/dietary suppl used/6 mo: B complex	133	6.6%	136
Vitamin/dietary suppl used/6 mo: B complex+C	40	2.0%	102
Vitamin/dietary suppl used/6 mo: B-6	38	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12	93	4.6%	82
Vitamin/dietary suppl used/6 mo: C	203	10.1%	120
Vitamin/dietary suppl used/6 mo: calcium	243	12.1%	112

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ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

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Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	105	5.2%	106
Vitamin/dietary suppl used/6 mo: E	120	6.0%	120
Vitamin/dietary suppl used/6 mo: garlic	30	1.5%	87
Vitamin/dietary suppl used/6 mo: glucosamine	123	6.1%	132
Vitamin/dietary suppl used/6 mo: multiple formula	314	15.6%	133
Vitamin/dietary suppl used/6 mo: multiple w/iron	116	5.8%	133
Vitamin/dietary suppl used/6 mo: mult w/minerals	153	7.6%	128
Vitamin/dietary suppl used/6 mo: zinc	54	2.7%	116
Vitamin/dietary suppl/6 mo: Caltrate 600	46	2.3%	86
Vitamin/dietary suppl/6 mo: Centrum	129	6.4%	110
Vitamin/dietary suppl/6 mo: Nature Made	162	8.0%	137
Visited doctor in last 12 months	1,698	84.3%	109
Visited doctor in last 12 months: 1-3 times	680	33.8%	100
Visited doctor in last 12 months: 4-7 times	515	25.6%	115
Visited doctor in last 12 months: 8+ times	503	25.0%	116
Visited doctor in last 12 mo: allergist	51	2.5%	106
Visited doctor in last 12 mo: cardiologist	128	6.4%	90
Visited doctor in last 12 mo: chiropractor	184	9.1%	123
Visited doctor in last 12 mo: dentist	984	48.9%	129
Visited doctor in last 12 mo: dermatologist	208	10.3%	145
Visited doctor in last 12 mo: ear/nose/throat	95	4.7%	103
Visited doctor in last 12 mo: eye	469	23.3%	113
Visited doctor in last 12 mo: general/family	957	47.5%	112
Visited doctor in last 12 mo: internist	191	9.5%	129
Visited doctor in last 12 mo: physical therapist	101	5.0%	111
Visited doctor in last 12 mo: podiatrist	65	3.2%	95
Visited doctor in last 12 mo: urologist	91	4.5%	117
Visited nurse practitioner in last 12 months	75	3.7%	89
Wear regular/sun/tinted prescription eyeglasses	772	38.3%	111
Wear bi-focals	301	14.9%	95
Wear disposable contact lenses	166	8.2%	127
Wear soft contact lenses	213	10.6%	120
Spent on contact lenses in last 12 mo: <\$100	52	2.6%	93
Spent on contact lenses in last 12 mo: \$100-199	96	4.8%	128
Spent on contact lenses in last 12 mo: \$200+	78	3.9%	128
Bought prescription eyewear: discount optical ctr	168	8.3%	105
Bought prescription eyewear: from eye doctor	539	26.8%	104
Bought prescription eyewear: retail optical chain	284	14.1%	127
Used prescription drug for allergy/hay fever	175	8.7%	124
Used prescription drug for anxiety/panic	78	3.9%	95
Used prescription drug for arthritis/rheumatism	31	1.5%	59
Used prescription drug for asthma	78	3.9%	95
Used prescription drug for backache/back pain	132	6.6%	89
Used prescription drug for depression	108	5.4%	91
Used prescr drug for diabetes (insulin dependent)	29	1.4%	73
Used prescr drug for diabetes (non-insulin)	49	2.4%	65
Used prescription drug for eczema/skin itch/rash	43	2.1%	102

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Health and Beauty Market Potential

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466 Wards Corner Rd, Loveland, OH, 45140
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Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	113	5.6%	85
Used prescription drug for high blood pressure	223	11.1%	89
Used prescription drug for high cholesterol	189	9.4%	108
Used prescription drug for migraine headache	67	3.3%	90
Used prescription drug for sinus congest./headache	105	5.2%	107
Used prescription drug for urinary tract infection	53	2.6%	84
Used last 6 mo: adhesive bandages	1,185	58.8%	106
Used last 6 mo: athlete's foot/foot care product	240	11.9%	85
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,024	50.8%	107
Used last 6 mo: children's cold tablets/liquids	347	17.2%	114
Used last 6 mo: contact lens cleaning solution	326	16.2%	133
Used last 6 mo: cotton swabs	1,058	52.5%	109
Used last 6 mo: cough/sore throat drops (nonprescr)	916	45.5%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	659	32.7%	95
Used last 6 mo: children's cough syrup	308	15.3%	107
Used last 6 mo: diarrhea remedy	276	13.7%	84
Used last 6 mo: eye wash and drops	629	31.2%	102
Used last 6 mo: headache/pain reliever (nonprescr)	1,773	88.0%	105
Used last 6 mo: hemorrhoid remedy	175	8.7%	97
Used last 6 mo: indigestion/upset stomach remedy	909	45.1%	100
Used last 6 mo: lactose intolerance product	72	3.6%	101
Used last 6 mo: laxative/fiber supplement	262	13.0%	94
Used last 6 mo: medicated skin ointment	714	35.5%	113
Used last 6 mo: medicated throat remedy	180	8.9%	78
Used last 6 mo: nasal spray	371	18.4%	116
Used last 6 mo: pain reliever/fever reducer (kids)	517	25.7%	116
Used last 6 mo: pain relieving rub/liquid/patch	451	22.4%	89
Used last 6 mo: sleeping tablets (nonprescription)	96	4.8%	88
Used last 12 mo: sunburn remedy	343	17.0%	110
Used last 12 mo: suntan/sunscreen product	1,059	52.6%	137
Used last 12 mo: SPF 15+ suntan/sunscreen product	872	43.3%	144
Used last 6 mo: toothache/gum/canker sore remedy	282	14.0%	83
Used last 6 mo: vitamins for children	391	19.4%	132
Used body powder in last 6 months	435	21.6%	78
Used body powder <3 times in last 7 days	175	8.7%	74
Used body powder 8+ times in last 7 days	28	1.4%	64
Used body wash/shower gel in last 6 months	991	49.2%	95
Used breath freshener in last 6 months	892	44.3%	95
Used complexion care product in last 6 months	1,026	50.9%	108
Used complexion care product <7 times last week	249	12.4%	90
Used complexion care product 11+ times last week	405	20.1%	121
Used complexion care prod: dry facial skin type	137	6.8%	93
Used complexion care prod: normal facial skin type	341	16.9%	111
Used complexion care prod: oily facial skin type	117	5.8%	96
Used dental floss in last 6 months	1,530	76.0%	122

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	351	17.4%	86
Used denture adhesive/fixative in last 6 months	61	3.0%	48
Used denture cleaner in last 6 months	115	5.7%	52
Used deodorant/antiperspirant in last 6 months	1,888	93.7%	101
Used deodorant/antiperspirant <8 times last week	1,464	72.7%	106
Used deodorant/antiperspirant 15+ times last week	74	3.7%	61
Used disposable razor in last 6 months	1,022	50.7%	97
Used electric shaver in last 6 months	385	19.1%	101
Used hair coloring product (at home) last 6 months	356	17.7%	89
Used hair conditioner (at home) in last 6 months	1,253	62.2%	100
Used hair conditioning treatment (at home)/6 mo	414	20.6%	87
Used hair growth product in last 6 months	49	2.4%	106
Used hair mousse in last 6 months	363	18.0%	104
Used hair spray (at home) in last 6 months	785	39.0%	108
Used hair styling gel/lotion in last 6 months	623	30.9%	115
Used hand & body cream/lotion/oil in last 6 months	1,494	74.2%	102
Used hand & body cream/lotion/oil <5 times last wk	430	21.4%	100
Used hand & body cream/lotion/oil 9+ times last wk	520	25.8%	104
Used hand & body cream in last 6 months	360	17.9%	102
Used hand & body lotion in last 6 months	1,036	51.4%	105
Used hand & body oil in last 6 months	87	4.3%	83
Used lip care in last 6 months	1,254	62.3%	104
Used liquid soap/hand sanitizer in last 6 months	1,684	83.6%	109
Used mouthwash in last 6 months	1,279	63.5%	96
Used mouthwash <4 times in last 7 days	406	20.2%	94
Used mouthwash 8+ times in last 7 days	274	13.6%	86
Used shampoo (at home) in last 6 months	1,888	93.7%	102
Used shampoo plus conditioner prod (at home)/6 mo	298	14.8%	77
Used shaving cream/gel in last 6 months	1,078	53.5%	102
Used personal care soap (bar) in last 6 months	1,639	81.4%	97
Used personal care soap for antibacterial purpose	362	18.0%	94
Used personal care soap for complexion	144	7.2%	104
Used personal care soap for deodorant	359	17.8%	110
Use personal care soap for moisturizing	413	20.5%	95
Bought toothbrush in last 6 months	1,713	85.1%	100
Bought electric toothbrush in last 6 months	181	9.0%	135
Used toothpaste in last 6 months	1,961	97.4%	102
Used toothpaste <8 times in last 7 days	557	27.7%	86
Used toothpaste 15+ times in last 7 days	318	15.8%	97
Used toothpaste with baking soda in last 6 months	191	9.5%	83
Used toothpaste (gel) in last 6 months	638	31.7%	114
Used toothpaste (paste) in last 6 months	1,006	50.0%	103
Used whitening toothpaste in last 6 months	753	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	251	12.5%	117
Had professional manicure/pedicure last 6 months	463	23.0%	134
Had professional facial/massage last 6 months	300	14.9%	158
Spent \$100+ at barber shops in last 6 months	152	7.5%	141
Spent \$100+ at beauty parlors in last 6 months	506	25.1%	158

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March 27, 2012

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Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015	
Population		34,358	35,856	
Population 18+		24,744	25,987	
Households		12,042	12,597	
Median Household Income		\$91,417	\$104,516	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Exercise at home 2+ times per week		8,956	36.2%	121
Exercise at club 2+ times per week		4,607	18.6%	152
Exercise at other facility (not club) 2+ times/wk		2,446	9.9%	122
Own stationary bicycle		1,874	7.6%	134
Own treadmill		3,787	15.3%	156
Own weight lifting equipment		4,735	19.1%	148
Presently controlling diet		11,545	46.7%	113
Diet control for blood sugar level		1,585	6.4%	87
Diet control for cholesterol level		2,526	10.2%	101
Diet control to maintain weight		3,399	13.7%	123
Diet control for physical fitness		3,400	13.7%	138
Diet control for salt restriction		593	2.4%	72
Diet control for weight loss		4,428	17.9%	126
Used doctor's care/diet for diet method		528	2.1%	71
Used exercise program for diet method		2,906	11.7%	138
Used Weight Watchers as diet method		953	3.9%	126
Buy foods specifically labeled as fat-free		5,040	20.4%	116
Buy foods specifically labeled as high fiber		3,745	15.1%	132
Buy foods specifically labeled as high protein		1,689	6.8%	125
Buy foods specifically labeled as lactose-free		459	1.9%	100
Buy foods specifically labeled as low-calorie		3,347	13.5%	125
Buy foods specifically labeled as low-carb		2,292	9.3%	120
Buy foods specifically labeled as low-cholesterol		2,094	8.5%	102
Buy foods specifically labeled as low-fat		4,120	16.7%	125
Buy foods specifically labeled as low-sodium		2,420	9.8%	109
Buy foods specifically labeled as natural/organic		2,961	12.0%	142
Buy foods specifically labeled as sugar-free		3,665	14.8%	111
Used butter alternatives in last 6 months		838	3.4%	81
Used egg alternatives in last 6 months		3,612	14.6%	103
Used salt alternatives in last 6 months		6,460	26.1%	94
Drank meal/dietary supplement in last 6 months		1,733	7.0%	96
Used nutrition/energy bar in last 6 months		4,783	19.3%	137
Drank sports drink/thirst quencher in last 6 mo		7,850	31.7%	99
Used vitamin/dietary supplement in last 6 months		13,598	55.0%	113
Vitamin/dietary suppl used/6 mo: antioxidant		837	3.4%	116
Vitamin/dietary suppl used/6 mo: B complex		1,448	5.9%	120
Vitamin/dietary suppl used/6 mo: B complex+C		473	1.9%	99
Vitamin/dietary suppl used/6 mo: B-6		490	2.0%	98
Vitamin/dietary suppl used/6 mo: B-12		1,291	5.2%	92
Vitamin/dietary suppl used/6 mo: C		2,468	10.0%	119
Vitamin/dietary suppl used/6 mo: calcium		3,101	12.5%	116

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Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,274	5.1%	105
Vitamin/dietary suppl used/6 mo: E	1,359	5.5%	111
Vitamin/dietary suppl used/6 mo: garlic	382	1.5%	90
Vitamin/dietary suppl used/6 mo: glucosamine	1,446	5.8%	127
Vitamin/dietary suppl used/6 mo: multiple formula	3,863	15.6%	133
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,188	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,838	7.4%	125
Vitamin/dietary suppl used/6 mo: zinc	614	2.5%	107
Vitamin/dietary suppl/6 mo: Caltrate 600	685	2.8%	104
Vitamin/dietary suppl/6 mo: Centrum	1,523	6.2%	105
Vitamin/dietary suppl/6 mo: Nature Made	1,813	7.3%	125
Visited doctor in last 12 months	20,543	83.0%	107
Visited doctor in last 12 months: 1-3 times	8,366	33.8%	100
Visited doctor in last 12 months: 4-7 times	6,235	25.2%	113
Visited doctor in last 12 months: 8+ times	5,942	24.0%	111
Visited doctor in last 12 mo: allergist	638	2.6%	108
Visited doctor in last 12 mo: cardiologist	1,612	6.5%	92
Visited doctor in last 12 mo: chiropractor	2,125	8.6%	115
Visited doctor in last 12 mo: dentist	11,635	47.0%	124
Visited doctor in last 12 mo: dermatologist	2,489	10.1%	141
Visited doctor in last 12 mo: ear/nose/throat	1,215	4.9%	107
Visited doctor in last 12 mo: eye	5,611	22.7%	110
Visited doctor in last 12 mo: general/family	11,326	45.8%	107
Visited doctor in last 12 mo: internist	2,432	9.8%	134
Visited doctor in last 12 mo: physical therapist	1,227	5.0%	109
Visited doctor in last 12 mo: podiatrist	789	3.2%	94
Visited doctor in last 12 mo: urologist	1,065	4.3%	111
Visited nurse practitioner in last 12 months	933	3.8%	90
Wear regular/sun/tinted prescription eyeglasses	9,272	37.5%	109
Wear bi-focals	3,815	15.4%	98
Wear disposable contact lenses	2,000	8.1%	125
Wear soft contact lenses	2,631	10.6%	121
Spent on contact lenses in last 12 mo: <\$100	723	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	1,134	4.6%	123
Spent on contact lenses in last 12 mo: \$200+	1,055	4.3%	141
Bought prescription eyewear: discount optical ctr	2,049	8.3%	104
Bought prescription eyewear: from eye doctor	6,685	27.0%	105
Bought prescription eyewear: retail optical chain	3,436	13.9%	125
Used prescription drug for allergy/hay fever	1,965	7.9%	113
Used prescription drug for anxiety/panic	955	3.9%	94
Used prescription drug for arthritis/rheumatism	396	1.6%	61
Used prescription drug for asthma	919	3.7%	91
Used prescription drug for backache/back pain	1,597	6.5%	87
Used prescription drug for depression	1,311	5.3%	90
Used prescr drug for diabetes (insulin dependent)	330	1.3%	67
Used prescr drug for diabetes (non-insulin)	697	2.8%	76
Used prescription drug for eczema/skin itch/rash	566	2.3%	110

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March 27, 2012

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Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,421	5.7%	87
Used prescription drug for high blood pressure	2,835	11.5%	92
Used prescription drug for high cholesterol	2,354	9.5%	109
Used prescription drug for migraine headache	866	3.5%	95
Used prescription drug for sinus congest./headache	1,214	4.9%	101
Used prescription drug for urinary tract infection	701	2.8%	91
Used last 6 mo: adhesive bandages	14,379	58.1%	105
Used last 6 mo: athlete's foot/foot care product	3,007	12.2%	87
Used last 6 mo: cold/sinus/allergy med (nonprescr)	12,281	49.6%	104
Used last 6 mo: children's cold tablets/liquids	3,963	16.0%	106
Used last 6 mo: contact lens cleaning solution	3,909	15.8%	130
Used last 6 mo: cotton swabs	12,981	52.5%	109
Used last 6 mo: cough/sore throat drops (nonprescr)	11,065	44.7%	94
Used last 6 mo: cough syrup/suppressant (nonprescr)	7,851	31.7%	93
Used last 6 mo: children's cough syrup	3,598	14.5%	102
Used last 6 mo: diarrhea remedy	3,388	13.7%	84
Used last 6 mo: eye wash and drops	7,545	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	21,486	86.8%	103
Used last 6 mo: hemorrhoid remedy	2,230	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	11,139	45.0%	100
Used last 6 mo: lactose intolerance product	837	3.4%	96
Used last 6 mo: laxative/fiber supplement	3,242	13.1%	94
Used last 6 mo: medicated skin ointment	8,441	34.1%	108
Used last 6 mo: medicated throat remedy	2,314	9.4%	82
Used last 6 mo: nasal spray	4,286	17.3%	109
Used last 6 mo: pain reliever/fever reducer (kids)	6,029	24.4%	110
Used last 6 mo: pain relieving rub/liquid/patch	5,611	22.7%	90
Used last 6 mo: sleeping tablets (nonprescription)	1,328	5.4%	99
Used last 12 mo: sunburn remedy	3,985	16.1%	104
Used last 12 mo: suntan/sunscreen product	12,599	50.9%	133
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,392	42.0%	140
Used last 6 mo: toothache/gum/canker sore remedy	3,465	14.0%	83
Used last 6 mo: vitamins for children	4,440	17.9%	122
Used body powder in last 6 months	5,761	23.3%	84
Used body powder <3 times in last 7 days	2,391	9.7%	82
Used body powder 8+ times in last 7 days	381	1.5%	70
Used body wash/shower gel in last 6 months	12,387	50.1%	97
Used breath freshener in last 6 months	11,212	45.3%	97
Used complexion care product in last 6 months	12,564	50.8%	107
Used complexion care product <7 times last week	3,201	12.9%	95
Used complexion care product 11+ times last week	4,837	19.5%	117
Used complexion care prod: dry facial skin type	1,840	7.4%	102
Used complexion care prod: normal facial skin type	4,301	17.4%	114
Used complexion care prod: oily facial skin type	1,343	5.4%	90
Used dental floss in last 6 months	18,007	72.8%	117

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March 27, 2012

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Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	4,590	18.6%	92
Used denture adhesive/fixative in last 6 months	826	3.3%	53
Used denture cleaner in last 6 months	1,506	6.1%	55
Used deodorant/antiperspirant in last 6 months	23,167	93.6%	100
Used deodorant/antiperspirant <8 times last week	17,665	71.4%	104
Used deodorant/antiperspirant 15+ times last week	1,081	4.4%	72
Used disposable razor in last 6 months	12,313	49.8%	95
Used electric shaver in last 6 months	4,658	18.8%	100
Used hair coloring product (at home) last 6 months	4,596	18.6%	93
Used hair conditioner (at home) in last 6 months	15,379	62.2%	100
Used hair conditioning treatment (at home)/6 mo	5,281	21.3%	91
Used hair growth product in last 6 months	575	2.3%	102
Used hair mousse in last 6 months	4,418	17.9%	103
Used hair spray (at home) in last 6 months	9,335	37.7%	104
Used hair styling gel/lotion in last 6 months	7,333	29.6%	110
Used hand & body cream/lotion/oil in last 6 months	18,058	73.0%	101
Used hand & body cream/lotion/oil <5 times last wk	5,108	20.6%	96
Used hand & body cream/lotion/oil 9+ times last wk	6,179	25.0%	101
Used hand & body cream in last 6 months	4,538	18.3%	104
Used hand & body lotion in last 6 months	12,287	49.7%	101
Used hand & body oil in last 6 months	1,141	4.6%	89
Used lip care in last 6 months	15,094	61.0%	102
Used liquid soap/hand sanitizer in last 6 months	20,179	81.6%	106
Used mouthwash in last 6 months	15,933	64.4%	98
Used mouthwash <4 times in last 7 days	5,474	22.1%	103
Used mouthwash 8+ times in last 7 days	3,402	13.7%	87
Used shampoo (at home) in last 6 months	23,179	93.7%	102
Used shampoo plus conditioner prod (at home)/6 mo	3,767	15.2%	79
Used shaving cream/gel in last 6 months	13,218	53.4%	102
Used personal care soap (bar) in last 6 months	20,247	81.8%	98
Used personal care soap for antibacterial purpose	4,517	18.3%	95
Used personal care soap for complexion	1,755	7.1%	103
Used personal care soap for deodorant	4,476	18.1%	112
Use personal care soap for moisturizing	5,148	20.8%	96
Bought toothbrush in last 6 months	21,151	85.5%	100
Bought electric toothbrush in last 6 months	2,249	9.1%	136
Used toothpaste in last 6 months	23,999	97.0%	101
Used toothpaste <8 times in last 7 days	7,118	28.8%	89
Used toothpaste 15+ times in last 7 days	4,118	16.6%	102
Used toothpaste with baking soda in last 6 months	2,456	9.9%	87
Used toothpaste (gel) in last 6 months	7,680	31.0%	111
Used toothpaste (paste) in last 6 months	12,551	50.7%	105
Used whitening toothpaste in last 6 months	9,397	38.0%	109
Used tooth whitener (not toothpaste) last 6 months	3,021	12.2%	115
Had professional manicure/pedicure last 6 months	5,335	21.6%	126
Had professional facial/massage last 6 months	3,329	13.5%	143
Spent \$100+ at barber shops in last 6 months	1,787	7.2%	135
Spent \$100+ at beauty parlors in last 6 months	6,022	24.3%	153

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March 27, 2012

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Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015	
Population		108,520	113,257	
Population 18+		79,773	83,755	
Households		40,090	41,891	
Median Household Income		\$78,731	\$88,693	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Exercise at home 2+ times per week		27,570	34.6%	115
Exercise at club 2+ times per week		13,394	16.8%	137
Exercise at other facility (not club) 2+ times/wk		7,677	9.6%	119
Own stationary bicycle		5,629	7.1%	125
Own treadmill		10,619	13.3%	136
Own weight lifting equipment		13,809	17.3%	134
Presently controlling diet		36,453	45.7%	111
Diet control for blood sugar level		5,289	6.6%	90
Diet control for cholesterol level		8,645	10.8%	107
Diet control to maintain weight		10,656	13.4%	119
Diet control for physical fitness		10,107	12.7%	127
Diet control for salt restriction		2,306	2.9%	87
Diet control for weight loss		13,567	17.0%	120
Used doctor's care/diet for diet method		1,874	2.3%	78
Used exercise program for diet method		8,613	10.8%	127
Used Weight Watchers as diet method		3,032	3.8%	125
Buy foods specifically labeled as fat-free		15,903	19.9%	114
Buy foods specifically labeled as high fiber		11,772	14.8%	129
Buy foods specifically labeled as high protein		5,328	6.7%	122
Buy foods specifically labeled as lactose-free		1,453	1.8%	99
Buy foods specifically labeled as low-calorie		10,532	13.2%	122
Buy foods specifically labeled as low-carb		7,188	9.0%	117
Buy foods specifically labeled as low-cholesterol		7,103	8.9%	108
Buy foods specifically labeled as low-fat		13,035	16.3%	123
Buy foods specifically labeled as low-sodium		8,211	10.3%	114
Buy foods specifically labeled as natural/organic		8,899	11.2%	133
Buy foods specifically labeled as sugar-free		11,627	14.6%	109
Used butter alternatives in last 6 months		2,883	3.6%	86
Used egg alternatives in last 6 months		11,438	14.3%	101
Used salt alternatives in last 6 months		20,853	26.1%	94
Drank meal/dietary supplement in last 6 months		5,663	7.1%	97
Used nutrition/energy bar in last 6 months		14,100	17.7%	125
Drank sports drink/thirst quencher in last 6 mo		24,619	30.9%	97
Used vitamin/dietary supplement in last 6 months		43,096	54.0%	111
Vitamin/dietary suppl used/6 mo: antioxidant		2,523	3.2%	109
Vitamin/dietary suppl used/6 mo: B complex		4,493	5.6%	116
Vitamin/dietary suppl used/6 mo: B complex+C		1,377	1.7%	89
Vitamin/dietary suppl used/6 mo: B-6		1,611	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12		4,240	5.3%	94
Vitamin/dietary suppl used/6 mo: C		7,752	9.7%	116
Vitamin/dietary suppl used/6 mo: calcium		9,944	12.5%	116

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March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	4,292	5.4%	109
Vitamin/dietary suppl used/6 mo: E	4,455	5.6%	112
Vitamin/dietary suppl used/6 mo: garlic	1,279	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	4,471	5.6%	121
Vitamin/dietary suppl used/6 mo: multiple formula	11,803	14.8%	126
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,715	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	5,613	7.0%	119
Vitamin/dietary suppl used/6 mo: zinc	1,888	2.4%	102
Vitamin/dietary suppl/6 mo: Caltrate 600	2,392	3.0%	113
Vitamin/dietary suppl/6 mo: Centrum	4,797	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	5,505	6.9%	117
Visited doctor in last 12 months	65,852	82.5%	106
Visited doctor in last 12 months: 1-3 times	26,796	33.6%	99
Visited doctor in last 12 months: 4-7 times	19,890	24.9%	112
Visited doctor in last 12 months: 8+ times	19,164	24.0%	111
Visited doctor in last 12 mo: allergist	2,046	2.6%	107
Visited doctor in last 12 mo: cardiologist	5,667	7.1%	101
Visited doctor in last 12 mo: chiropractor	6,436	8.1%	108
Visited doctor in last 12 mo: dentist	36,028	45.2%	119
Visited doctor in last 12 mo: dermatologist	7,592	9.5%	133
Visited doctor in last 12 mo: ear/nose/throat	3,806	4.8%	104
Visited doctor in last 12 mo: eye	18,274	22.9%	111
Visited doctor in last 12 mo: general/family	36,542	45.8%	108
Visited doctor in last 12 mo: internist	7,861	9.9%	134
Visited doctor in last 12 mo: physical therapist	3,892	4.9%	108
Visited doctor in last 12 mo: podiatrist	2,875	3.6%	106
Visited doctor in last 12 mo: urologist	3,395	4.3%	110
Visited nurse practitioner in last 12 months	3,138	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	30,054	37.7%	109
Wear bi-focals	12,798	16.0%	102
Wear disposable contact lenses	6,297	7.9%	122
Wear soft contact lenses	8,214	10.3%	117
Spent on contact lenses in last 12 mo: <\$100	2,307	2.9%	104
Spent on contact lenses in last 12 mo: \$100-199	3,460	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	3,168	4.0%	131
Bought prescription eyewear: discount optical ctr	6,586	8.3%	104
Bought prescription eyewear: from eye doctor	21,872	27.4%	107
Bought prescription eyewear: retail optical chain	10,884	13.6%	123
Used prescription drug for allergy/hay fever	6,368	8.0%	114
Used prescription drug for anxiety/panic	3,185	4.0%	98
Used prescription drug for arthritis/rheumatism	1,699	2.1%	81
Used prescription drug for asthma	3,076	3.9%	94
Used prescription drug for backache/back pain	5,323	6.7%	90
Used prescription drug for depression	4,394	5.5%	93
Used prescr drug for diabetes (insulin dependent)	1,203	1.5%	76
Used prescr drug for diabetes (non-insulin)	2,425	3.0%	82
Used prescription drug for eczema/skin itch/rash	1,790	2.2%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,806	6.0%	91
Used prescription drug for high blood pressure	9,870	12.4%	99
Used prescription drug for high cholesterol	7,694	9.6%	111
Used prescription drug for migraine headache	2,826	3.5%	96
Used prescription drug for sinus congest./headache	3,900	4.9%	100
Used prescription drug for urinary tract infection	2,350	2.9%	94
Used last 6 mo: adhesive bandages	46,294	58.0%	105
Used last 6 mo: athlete's foot/foot care product	9,851	12.3%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	39,098	49.0%	103
Used last 6 mo: children's cold tablets/liquids	12,108	15.2%	101
Used last 6 mo: contact lens cleaning solution	12,023	15.1%	124
Used last 6 mo: cotton swabs	40,647	51.0%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	36,612	45.9%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	25,719	32.2%	94
Used last 6 mo: children's cough syrup	11,013	13.8%	97
Used last 6 mo: diarrhea remedy	11,329	14.2%	87
Used last 6 mo: eye wash and drops	24,435	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	68,530	85.9%	102
Used last 6 mo: hemorrhoid remedy	7,395	9.3%	104
Used last 6 mo: indigestion/upset stomach remedy	35,764	44.8%	100
Used last 6 mo: lactose intolerance product	2,672	3.4%	95
Used last 6 mo: laxative/fiber supplement	10,653	13.4%	96
Used last 6 mo: medicated skin ointment	26,703	33.5%	106
Used last 6 mo: medicated throat remedy	7,684	9.6%	84
Used last 6 mo: nasal spray	13,513	16.9%	107
Used last 6 mo: pain reliever/fever reducer (kids)	18,593	23.3%	105
Used last 6 mo: pain relieving rub/liquid/patch	18,456	23.1%	92
Used last 6 mo: sleeping tablets (nonprescription)	4,420	5.5%	102
Used last 12 mo: sunburn remedy	12,783	16.0%	104
Used last 12 mo: suntan/sunscreen product	38,063	47.7%	124
Used last 12 mo: SPF 15+ suntan/sunscreen product	31,011	38.9%	129
Used last 6 mo: toothache/gum/canker sore remedy	12,055	15.1%	90
Used last 6 mo: vitamins for children	13,230	16.6%	113
Used body powder in last 6 months	19,607	24.6%	88
Used body powder <3 times in last 7 days	8,379	10.5%	89
Used body powder 8+ times in last 7 days	1,233	1.5%	71
Used body wash/shower gel in last 6 months	40,149	50.3%	97
Used breath freshener in last 6 months	36,096	45.2%	97
Used complexion care product in last 6 months	39,788	49.9%	106
Used complexion care product <7 times last week	10,303	12.9%	94
Used complexion care product 11+ times last week	15,160	19.0%	114
Used complexion care prod: dry facial skin type	6,062	7.6%	104
Used complexion care prod: normal facial skin type	13,480	16.9%	111
Used complexion care prod: oily facial skin type	4,432	5.6%	92
Used dental floss in last 6 months	55,757	69.9%	112

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	15,094	18.9%	94
Used denture adhesive/fixative in last 6 months	3,237	4.1%	65
Used denture cleaner in last 6 months	6,239	7.8%	71
Used deodorant/antiperspirant in last 6 months	74,456	93.3%	100
Used deodorant/antiperspirant <8 times last week	55,966	70.2%	102
Used deodorant/antiperspirant 15+ times last week	3,866	4.8%	80
Used disposable razor in last 6 months	40,496	50.8%	97
Used electric shaver in last 6 months	14,968	18.8%	100
Used hair coloring product (at home) last 6 months	14,963	18.8%	94
Used hair conditioner (at home) in last 6 months	49,523	62.1%	100
Used hair conditioning treatment (at home)/6 mo	17,301	21.7%	92
Used hair growth product in last 6 months	1,715	2.2%	94
Used hair mousse in last 6 months	14,140	17.7%	102
Used hair spray (at home) in last 6 months	29,929	37.5%	104
Used hair styling gel/lotion in last 6 months	22,770	28.5%	106
Used hand & body cream/lotion/oil in last 6 months	58,164	72.9%	100
Used hand & body cream/lotion/oil <5 times last wk	16,491	20.7%	96
Used hand & body cream/lotion/oil 9+ times last wk	19,934	25.0%	101
Used hand & body cream in last 6 months	14,605	18.3%	104
Used hand & body lotion in last 6 months	39,440	49.4%	101
Used hand & body oil in last 6 months	3,749	4.7%	91
Used lip care in last 6 months	48,566	60.9%	102
Used liquid soap/hand sanitizer in last 6 months	64,161	80.4%	105
Used mouthwash in last 6 months	51,540	64.6%	98
Used mouthwash <4 times in last 7 days	17,337	21.7%	101
Used mouthwash 8+ times in last 7 days	11,411	14.3%	90
Used shampoo (at home) in last 6 months	74,433	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	12,854	16.1%	84
Used shaving cream/gel in last 6 months	42,448	53.2%	102
Used personal care soap (bar) in last 6 months	65,749	82.4%	98
Used personal care soap for antibacterial purpose	14,742	18.5%	96
Used personal care soap for complexion	5,688	7.1%	104
Used personal care soap for deodorant	13,856	17.4%	107
Use personal care soap for moisturizing	17,082	21.4%	99
Bought toothbrush in last 6 months	67,934	85.2%	100
Bought electric toothbrush in last 6 months	6,737	8.4%	127
Used toothpaste in last 6 months	76,959	96.5%	101
Used toothpaste <8 times in last 7 days	23,537	29.5%	92
Used toothpaste 15+ times in last 7 days	13,217	16.6%	102
Used toothpaste with baking soda in last 6 months	8,052	10.1%	88
Used toothpaste (gel) in last 6 months	24,500	30.7%	110
Used toothpaste (paste) in last 6 months	39,972	50.1%	104
Used whitening toothpaste in last 6 months	29,682	37.2%	107
Used tooth whitener (not toothpaste) last 6 months	9,039	11.3%	107
Had professional manicure/pedicure last 6 months	16,357	20.5%	120
Had professional facial/massage last 6 months	9,994	12.5%	133
Spent \$100+ at barber shops in last 6 months	5,453	6.8%	127
Spent \$100+ at beauty parlors in last 6 months	17,778	22.3%	140

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,698	84.3%	117
Family restaurant/steak house last month: <2 times	547	27.2%	106
Family restaurant/steak house last month: 2-4 times	656	32.6%	121
Family restaurant/steak house last month: 5+ times	495	24.6%	126
Family restaurant/steak house last 6 months: breakfast	327	16.2%	123
Family restaurant/steak house last 6 months: lunch	650	32.3%	130
Family restaurant/steak house last 6 months: snack	57	2.8%	101
Family restaurant/steak house last 6 months: dinner	1,347	66.9%	126
Family restaurant/steak house last 6 months: weekday	1,013	50.3%	131
Family restaurant/steak house last 6 months: weekend	1,082	53.7%	121
Family restaurant/steak house last 6 months: Applebee's	644	32.0%	126
Family restaurant/steak house last 6 months: Bennigan's	57	2.8%	129
Family restaurant/steak house last 6 months: Bob Evans Farm	111	5.5%	120
Family restaurant/steak house last 6 months: Cheesecake Factory	222	11.0%	167
Family restaurant/steak house last 6 months: Chili's Grill & Bar	399	19.8%	171
Family restaurant/steak house last 6 months: Cracker Barrel	253	12.6%	113
Family restaurant/steak house last 6 months: Denny's	197	9.8%	108
Family restaurant/steak house last 6 months: Friendly's	54	2.7%	67
Family restaurant/steak house last 6 months: Golden Corral	93	4.6%	64
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	315	15.6%	135
Family restaurant/steak house last 6 months: Lone Star Steakhouse	70	3.5%	128
Family restaurant/steak house last 6 months: Old Country Buffet	47	2.3%	82
Family restaurant/steak house last 6 months: Olive Garden	531	26.4%	148
Family restaurant/steak house last 6 months: Outback Steakhouse	324	16.1%	140
Family restaurant/steak house last 6 months: Perkins	67	3.3%	92
Family restaurant/steak house last 6 months: Red Lobster	329	16.3%	121
Family restaurant/steak house last 6 months: Red Robin	241	12.0%	212
Family restaurant/steak house last 6 months: Ruby Tuesday	209	10.4%	124
Family restaurant/steak house last 6 months: Ryan's	32	1.6%	42
Family restaurant/steak house last 6 months: Sizzler	48	2.4%	79
Family restaurant/steak house last 6 months: T.G.I. Friday's	315	15.6%	152
Went to fast food/drive-in restaurant in last 6 months	1,873	93.0%	105
Went to fast food/drive-in restaurant <6 times/month	653	32.4%	92
Went to fast food/drive-in restaurant 6-13 times/month	661	32.8%	113
Went to fast food/drive-in restaurant 14+ times/month	560	27.8%	111
Fast food/drive-in last 6 months: breakfast	605	30.0%	109
Fast food/drive-in last 6 months: lunch	1,378	68.4%	116
Fast food/drive-in last 6 months: snack	384	19.1%	110
Fast food/drive-in last 6 months: dinner	1,117	55.5%	114

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,533	76.1%	115
Fast food/drive-in last 6 months: weekend	1,077	53.5%	111
Fast food/drive-in last 6 months: A & W	104	5.2%	114
Fast food/drive-in last 6 months: Arby's	499	24.8%	120
Fast food/drive-in last 6 months: Boston Market	139	6.9%	145
Fast food/drive-in last 6 months: Burger King	709	35.2%	97
Fast food/drive-in last 6 months: Captain D's	57	2.8%	55
Fast food/drive-in last 6 months: Carl's Jr.	190	9.4%	151
Fast food/drive-in last 6 months: Checkers	41	2.0%	64
Fast food/drive-in last 6 months: Chick-fil-A	407	20.2%	157
Fast food/drive-in last 6 months: Chipotle Mex. Grill	260	12.9%	212
Fast food/drive-in last 6 months: Chuck E. Cheese	111	5.5%	123
Fast food/drive-in last 6 months: Church's Fr. Chicken	63	3.1%	73
Fast food/drive-in last 6 months: Dairy Queen	362	18.0%	113
Fast food/drive-in last 6 months: Del Taco	100	5.0%	148
Fast food/drive-in last 6 months: Domino's Pizza	261	13.0%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	221	11.0%	95
Fast food/drive-in last 6 months: Fuddruckers	98	4.9%	174
Fast food/drive-in last 6 months: Hardee's	87	4.3%	63
Fast food/drive-in last 6 months: Jack in the Box	263	13.1%	126
Fast food/drive-in last 6 months: KFC	520	25.8%	94
Fast food/drive-in last 6 months: Little Caesars	143	7.1%	97
Fast food/drive-in last 6 months: Long John Silver's	104	5.2%	82
Fast food/drive-in last 6 months: McDonald's	1,220	60.6%	108
Fast food/drive-in last 6 months: Panera Bread	345	17.1%	176
Fast food/drive-in last 6 months: Papa John's	230	11.4%	131
Fast food/drive-in last 6 months: Pizza Hut	454	22.5%	102
Fast food/drive-in last 6 months: Popeyes	133	6.6%	90
Fast food/drive-in last 6 months: Quiznos	279	13.9%	154
Fast food/drive-in last 6 months: Sonic Drive-In	295	14.6%	124
Fast food/drive-in last 6 months: Starbucks	539	26.8%	180
Fast food/drive-in last 6 months: Steak n Shake	134	6.7%	132
Fast food/drive-in last 6 months: Subway	752	37.3%	118
Fast food/drive-in last 6 months: Taco Bell	758	37.6%	117
Fast food/drive-in last 6 months: Wendy's	691	34.3%	110
Fast food/drive-in last 6 months: Whataburger	116	5.8%	119
Fast food/drive-in last 6 months: White Castle	80	4.0%	98
Fast food/drive-in last 6 months: eat in	856	42.5%	113
Fast food/drive-in last 6 months: home delivery	232	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	1,220	60.6%	116
Fast food/drive-in last 6 months: take-out/walk-in	543	27.0%	110

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Population 18+		24,744	25,987
Households		12,042	12,597
Median Household Income		\$91,417	\$104,516
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	20,295	82.0%	114
Family restaurant/steak house last month: <2 times	6,707	27.1%	106
Family restaurant/steak house last month: 2-4 times	7,961	32.2%	119
Family restaurant/steak house last month: 5+ times	5,628	22.7%	117
Family restaurant/steak house last 6 months: breakfast	3,721	15.0%	114
Family restaurant/steak house last 6 months: lunch	7,439	30.1%	121
Family restaurant/steak house last 6 months: snack	672	2.7%	97
Family restaurant/steak house last 6 months: dinner	16,015	64.7%	122
Family restaurant/steak house last 6 months: weekday	11,880	48.0%	125
Family restaurant/steak house last 6 months: weekend	13,012	52.6%	118
Family restaurant/steak house last 6 months: Applebee's	7,385	29.8%	118
Family restaurant/steak house last 6 months: Bennigan's	675	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	1,283	5.2%	113
Family restaurant/steak house last 6 months: Cheesecake Factory	2,554	10.3%	157
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,312	17.4%	150
Family restaurant/steak house last 6 months: Cracker Barrel	3,049	12.3%	111
Family restaurant/steak house last 6 months: Denny's	2,216	9.0%	99
Family restaurant/steak house last 6 months: Friendly's	1,047	4.2%	106
Family restaurant/steak house last 6 months: Golden Corral	1,369	5.5%	77
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,562	14.4%	124
Family restaurant/steak house last 6 months: Lone Star Steakhouse	836	3.4%	124
Family restaurant/steak house last 6 months: Old Country Buffet	566	2.3%	80
Family restaurant/steak house last 6 months: Olive Garden	5,889	23.8%	134
Family restaurant/steak house last 6 months: Outback Steakhouse	3,913	15.8%	138
Family restaurant/steak house last 6 months: Perkins	830	3.4%	92
Family restaurant/steak house last 6 months: Red Lobster	3,708	15.0%	111
Family restaurant/steak house last 6 months: Red Robin	2,458	9.9%	176
Family restaurant/steak house last 6 months: Ruby Tuesday	2,682	10.8%	130
Family restaurant/steak house last 6 months: Ryan's	464	1.9%	50
Family restaurant/steak house last 6 months: Sizzler	525	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,589	14.5%	141
Went to fast food/drive-in restaurant in last 6 months	22,701	91.7%	103
Went to fast food/drive-in restaurant <6 times/month	8,384	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/month	7,858	31.8%	110
Went to fast food/drive-in restaurant 14+ times/month	6,458	26.1%	105
Fast food/drive-in last 6 months: breakfast	7,413	30.0%	109
Fast food/drive-in last 6 months: lunch	16,355	66.1%	112
Fast food/drive-in last 6 months: snack	4,792	19.4%	111
Fast food/drive-in last 6 months: dinner	12,908	52.2%	108

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	18,296	73.9%	111
Fast food/drive-in last 6 months: weekend	12,671	51.2%	106
Fast food/drive-in last 6 months: A & W	1,170	4.7%	104
Fast food/drive-in last 6 months: Arby's	5,604	22.6%	110
Fast food/drive-in last 6 months: Boston Market	1,764	7.1%	150
Fast food/drive-in last 6 months: Burger King	8,735	35.3%	97
Fast food/drive-in last 6 months: Captain D's	826	3.3%	65
Fast food/drive-in last 6 months: Carl's Jr.	1,639	6.6%	106
Fast food/drive-in last 6 months: Checkers	552	2.2%	70
Fast food/drive-in last 6 months: Chick-fil-A	4,648	18.8%	146
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,672	10.8%	178
Fast food/drive-in last 6 months: Chuck E. Cheese	1,171	4.7%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	712	2.9%	67
Fast food/drive-in last 6 months: Dairy Queen	4,338	17.5%	110
Fast food/drive-in last 6 months: Del Taco	983	4.0%	119
Fast food/drive-in last 6 months: Domino's Pizza	3,029	12.2%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	3,465	14.0%	121
Fast food/drive-in last 6 months: Fuddruckers	1,165	4.7%	169
Fast food/drive-in last 6 months: Hardee's	1,188	4.8%	71
Fast food/drive-in last 6 months: Jack in the Box	2,556	10.3%	99
Fast food/drive-in last 6 months: KFC	6,323	25.6%	93
Fast food/drive-in last 6 months: Little Caesars	1,557	6.3%	86
Fast food/drive-in last 6 months: Long John Silver's	1,207	4.9%	77
Fast food/drive-in last 6 months: McDonald's	14,360	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	4,152	16.8%	172
Fast food/drive-in last 6 months: Papa John's	2,545	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	5,301	21.4%	97
Fast food/drive-in last 6 months: Popeyes	1,620	6.5%	90
Fast food/drive-in last 6 months: Quiznos	3,149	12.7%	141
Fast food/drive-in last 6 months: Sonic Drive-In	2,977	12.0%	102
Fast food/drive-in last 6 months: Starbucks	5,677	22.9%	155
Fast food/drive-in last 6 months: Steak n Shake	1,544	6.2%	124
Fast food/drive-in last 6 months: Subway	8,707	35.2%	111
Fast food/drive-in last 6 months: Taco Bell	8,469	34.2%	106
Fast food/drive-in last 6 months: Wendy's	8,364	33.8%	108
Fast food/drive-in last 6 months: Whataburger	1,318	5.3%	110
Fast food/drive-in last 6 months: White Castle	908	3.7%	91
Fast food/drive-in last 6 months: eat in	10,170	41.1%	109
Fast food/drive-in last 6 months: home delivery	2,706	10.9%	105
Fast food/drive-in last 6 months: take-out/drive-thru	14,373	58.1%	111
Fast food/drive-in last 6 months: take-out/walk-in	6,710	27.1%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015	
Population		108,520	113,257	
Population 18+		79,773	83,755	
Households		40,090	41,891	
Median Household Income		\$78,731	\$88,693	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		63,460	79.6%	110
Family restaurant/steak house last month: <2 times		21,429	26.9%	105
Family restaurant/steak house last month: 2-4 times		24,431	30.6%	113
Family restaurant/steak house last month: 5+ times		17,601	22.1%	113
Family restaurant/steak house last 6 months: breakfast		11,466	14.4%	109
Family restaurant/steak house last 6 months: lunch		22,706	28.5%	115
Family restaurant/steak house last 6 months: snack		2,087	2.6%	94
Family restaurant/steak house last 6 months: dinner		49,333	61.8%	117
Family restaurant/steak house last 6 months: weekday		36,584	45.9%	119
Family restaurant/steak house last 6 months: weekend		40,163	50.3%	113
Family restaurant/steak house last 6 months: Applebee's		23,156	29.0%	115
Family restaurant/steak house last 6 months: Bennigan's		2,063	2.6%	118
Family restaurant/steak house last 6 months: Bob Evans Farm		4,061	5.1%	111
Family restaurant/steak house last 6 months: Cheesecake Factory		7,348	9.2%	140
Family restaurant/steak house last 6 months: Chili's Grill & Bar		12,357	15.5%	134
Family restaurant/steak house last 6 months: Cracker Barrel		9,545	12.0%	108
Family restaurant/steak house last 6 months: Denny's		6,886	8.6%	96
Family restaurant/steak house last 6 months: Friendly's		3,676	4.6%	116
Family restaurant/steak house last 6 months: Golden Corral		4,819	6.0%	84
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		10,662	13.4%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2,611	3.3%	120
Family restaurant/steak house last 6 months: Old Country Buffet		2,061	2.6%	91
Family restaurant/steak house last 6 months: Olive Garden		17,547	22.0%	124
Family restaurant/steak house last 6 months: Outback Steakhouse		11,443	14.3%	125
Family restaurant/steak house last 6 months: Perkins		2,751	3.4%	95
Family restaurant/steak house last 6 months: Red Lobster		11,560	14.5%	108
Family restaurant/steak house last 6 months: Red Robin		6,581	8.3%	146
Family restaurant/steak house last 6 months: Ruby Tuesday		8,198	10.3%	123
Family restaurant/steak house last 6 months: Ryan's		1,856	2.3%	62
Family restaurant/steak house last 6 months: Sizzler		1,602	2.0%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's		10,688	13.4%	130
Went to fast food/drive-in restaurant in last 6 months		72,329	90.7%	102
Went to fast food/drive-in restaurant <6 times/month		27,834	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/month		24,231	30.4%	105
Went to fast food/drive-in restaurant 14+ times/month		20,262	25.4%	102
Fast food/drive-in last 6 months: breakfast		23,380	29.3%	107
Fast food/drive-in last 6 months: lunch		50,955	63.9%	108
Fast food/drive-in last 6 months: snack		14,873	18.6%	107
Fast food/drive-in last 6 months: dinner		40,635	50.9%	105

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	57,495	72.1%	108
Fast food/drive-in last 6 months: weekend	39,555	49.6%	103
Fast food/drive-in last 6 months: A & W	3,819	4.8%	106
Fast food/drive-in last 6 months: Arby's	17,691	22.2%	107
Fast food/drive-in last 6 months: Boston Market	5,291	6.6%	139
Fast food/drive-in last 6 months: Burger King	28,521	35.8%	99
Fast food/drive-in last 6 months: Captain D's	3,011	3.8%	73
Fast food/drive-in last 6 months: Carl's Jr.	4,404	5.5%	89
Fast food/drive-in last 6 months: Checkers	2,117	2.7%	83
Fast food/drive-in last 6 months: Chick-fil-A	13,417	16.8%	131
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,194	9.0%	148
Fast food/drive-in last 6 months: Chuck E. Cheese	3,523	4.4%	99
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,408	3.0%	70
Fast food/drive-in last 6 months: Dairy Queen	13,435	16.8%	105
Fast food/drive-in last 6 months: Del Taco	2,561	3.2%	96
Fast food/drive-in last 6 months: Domino's Pizza	9,989	12.5%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	11,239	14.1%	122
Fast food/drive-in last 6 months: Fuddruckers	3,157	4.0%	142
Fast food/drive-in last 6 months: Hardee's	4,038	5.1%	74
Fast food/drive-in last 6 months: Jack in the Box	7,598	9.5%	92
Fast food/drive-in last 6 months: KFC	20,568	25.8%	93
Fast food/drive-in last 6 months: Little Caesars	5,232	6.6%	90
Fast food/drive-in last 6 months: Long John Silver's	4,194	5.3%	83
Fast food/drive-in last 6 months: McDonald's	45,517	57.1%	102
Fast food/drive-in last 6 months: Panera Bread	12,116	15.2%	156
Fast food/drive-in last 6 months: Papa John's	7,783	9.8%	112
Fast food/drive-in last 6 months: Pizza Hut	16,773	21.0%	95
Fast food/drive-in last 6 months: Popeyes	5,376	6.7%	92
Fast food/drive-in last 6 months: Quiznos	9,143	11.5%	127
Fast food/drive-in last 6 months: Sonic Drive-In	9,033	11.3%	96
Fast food/drive-in last 6 months: Starbucks	16,141	20.2%	136
Fast food/drive-in last 6 months: Steak n Shake	4,797	6.0%	119
Fast food/drive-in last 6 months: Subway	27,168	34.1%	107
Fast food/drive-in last 6 months: Taco Bell	26,457	33.2%	103
Fast food/drive-in last 6 months: Wendy's	26,622	33.4%	107
Fast food/drive-in last 6 months: Whataburger	3,866	4.8%	100
Fast food/drive-in last 6 months: White Castle	3,007	3.8%	93
Fast food/drive-in last 6 months: eat in	31,754	39.8%	106
Fast food/drive-in last 6 months: home delivery	8,509	10.7%	102
Fast food/drive-in last 6 months: take-out/drive-thru	44,654	56.0%	107
Fast food/drive-in last 6 months: take-out/walk-in	21,081	26.4%	107

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Population 18+		2,014	2,043
Households		931	943
Median Household Income		\$107,239	\$118,641
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	282	14.0%	142
Participated in archery	51	2.5%	95
Participated in backpacking/hiking	275	13.7%	145
Participated in baseball	120	6.0%	115
Participated in basketball	218	10.8%	116
Participated in bicycling (mountain)	114	5.7%	154
Participated in bicycling (road)	281	14.0%	144
Participated in boating (power)	166	8.2%	134
Participated in bowling	304	15.1%	129
Participated in canoeing/kayaking	109	5.4%	113
Participated in downhill skiing	89	4.4%	151
Participated in fishing (fresh water)	268	13.3%	102
Participated in fishing (salt water)	87	4.3%	95
Participated in football	135	6.7%	108
Participated in Frisbee	142	7.1%	129
Participated in golf	376	18.7%	180
Play golf < once a month	151	7.5%	189
Play golf 1+ times a month	192	9.5%	177
Participated in horseback riding	91	4.5%	149
Participated in hunting with rifle	95	4.7%	97
Participated in hunting with shotgun	83	4.1%	97
Participated in ice skating	66	3.3%	114
Participated in jogging/running	321	15.9%	151
Participated in martial arts	26	1.3%	92
Participated in motorcycling	84	4.2%	113
Participated in Pilates	84	4.2%	127
Participated in roller skating	28	1.4%	66
Participated in snowboarding	48	2.4%	124
Participated in soccer	101	5.0%	117
Participated in softball	97	4.8%	123
Participated in swimming	520	25.8%	133
Participated in target shooting	95	4.7%	122
Participated in tennis	122	6.1%	142
Participated in volleyball	80	4.0%	114
Participated in walking for exercise	763	37.9%	127
Participated in weight lifting	353	17.5%	149
Participated in yoga	151	7.5%	130
Spent on high end sports/recreation equipment/12 mo: <\$250	105	5.2%	118
Spent on high end sports/recreation equipment/12 mo: \$250+	124	6.2%	158
Attend sports event: auto racing (NASCAR)	168	8.3%	114
Attend sports event: auto racing (not NASCAR)	148	7.3%	116
Attend sports event: baseball game	433	21.5%	145

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	195	9.7%	122
Attend sports event: basketball game (pro)	246	12.2%	143
Attend sports event: football game (college)	296	14.7%	142
Attend sports event: football-Monday night game (pro)	145	7.2%	117
Attend sports event: football-weekend game (pro)	248	12.3%	136
Attend sports event: golf tournament	157	7.8%	141
Attend sports event: ice hockey game	186	9.2%	139
Attend sports event: soccer game	158	7.8%	127
Attend sports event: tennis match	121	6.0%	122
Attended adult education course in last 12 months	168	8.3%	126
Attended auto show in last 12 months	193	9.6%	116
Went to bar/night club in last 12 months	427	21.2%	111
Went to beach in last 12 months	663	32.9%	134
Attended dance performance in last 12 months	98	4.9%	109
Danced/went dancing in last 12 months	190	9.4%	99
Dined out in last 12 months	1,255	62.3%	127
Dine out < once a month	92	4.6%	97
Dine out once a month	141	7.0%	113
Dine out 2-3 times a month	291	14.4%	126
Dine out once a week	343	17.0%	148
Dine out 2+ times per week	262	13.0%	132
Gambled at casino in last 12 months	399	19.8%	123
Gambled at casino 6+ times in last 12 months	51	2.5%	93
Gambled in Atlantic City in last 12 months	30	1.5%	59
Gambled in Las Vegas in last 12 months	150	7.4%	156
Attended horse races in last 12 months	70	3.5%	117
Attended movies in last 6 months	1,404	69.7%	118
Attended movies in last 90 days: < once a month	806	40.0%	124
Attended movies in last 90 days: once a month	270	13.4%	131
Attended movies in last 90 days: 2-3 times a month	163	8.1%	120
Attended movies in last 90 days: once/week or more	43	2.1%	83
Prefer to see movie after second week of release	626	31.1%	131
Went to museum in last 12 months	362	18.0%	141
Attended music performance in last 12 months	632	31.4%	132
Attended country music performance in last 12 mo	116	5.8%	113
Attended rock music performance in last 12 months	295	14.6%	134
Attended classical music/opera performance/12 mo	117	5.8%	126
Went to live theater in last 12 months	384	19.1%	145
Visited a theme park in last 12 months	595	29.5%	138
Visited Disney World (FL)/12 mo: Magic Kingdom	100	5.0%	147
Visited any Sea World in last 12 months	126	6.3%	185
Visited any Six Flags in last 12 months	134	6.7%	115
Went to zoo in last 12 months	380	18.9%	148
Played backgammon in last 12 months	45	2.2%	111
Participated in book club in last 12 months	76	3.8%	119
Played billiards/pool in last 12 months	217	10.8%	112
Played bingo in last 12 months	76	3.8%	89
Did birdwatching in last 12 months	141	7.0%	112
Played board game in last 12 months	475	23.6%	145

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	497	24.7%	118
Played chess in last 12 months	91	4.5%	124
Cooked for fun in last 12 months	474	23.5%	113
Did crossword puzzle in last 12 months	332	16.5%	113
Participated in fantasy sports league last 12 mo	89	4.4%	136
Flew a kite in last 12 months	77	3.8%	135
Did furniture refinishing in last 12 months	62	3.1%	96
Did indoor gardening/plant care in last 12 months	233	11.6%	115
Participated in karaoke in last 12 months	95	4.7%	107
Bought lottery ticket in last 12 months	690	34.3%	99
Bought lottery ticket in last 12 mo: Daily Drawing	67	3.3%	69
Bought lottery ticket in last 12 mo: Instant Game	258	12.8%	81
Bought lottery ticket in last 12 mo: Lotto Drawing	491	24.4%	114
Played lottery: <3 times in last 30 days	351	17.4%	111
Played lottery: 3-7 times in last 30 days	179	8.9%	92
Played lottery: 8+ times in last 30 days	159	7.9%	85
Played musical instrument in last 12 months	193	9.6%	120
Did painting/drawing in last 12 months	121	6.0%	92
Did photography in last 12 months	338	16.8%	133
Read book in last 12 months	1,051	52.2%	128
Participated in trivia games in last 12 months	157	7.8%	129
Played video game in last 12 months	301	14.9%	112
Did woodworking in last 12 months	102	5.1%	108
Participated in word games in last 12 months	221	11.0%	115
Member of AARP	344	17.1%	111
Member of business club	78	3.9%	155
Member of charitable organization	172	8.5%	135
Member of church board	95	4.7%	110
Member of fraternal order	83	4.1%	117
Member of religious club	164	8.1%	127
Member of union	129	6.4%	122
Member of veterans club	58	2.9%	85
Bought any children`s toy/game in last 12 months	825	41.0%	118
Spent on toys/games in last 12 months: <\$50	130	6.5%	106
Spent on toys/games in last 12 months: \$50-99	50	2.5%	90
Spent on toys/games in last 12 months: \$100-199	166	8.2%	115
Spent on toys/games in last 12 months: \$200-499	254	12.6%	116
Spent on toys/games in last 12 months: \$500+	174	8.6%	150
Bought infant toy in last 12 months	166	8.2%	99
Bought pre-school toy in last 12 months	215	10.7%	132
Spent on toys/games (for child <6)/12 mo: <\$100	237	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	143	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	208	10.3%	134
Bought for child in last 12 mo: boy action figure	184	9.1%	113
Bought for child in last 12 mo: girl action figure	63	3.1%	101
Bought for child in last 12 mo: bicycle	163	8.1%	118
Bought for child in last 12 mo: board game	336	16.7%	141

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	82	4.1%	120
Bought for child in last 12 mo: car	206	10.2%	111
Bought for child in last 12 mo: construction toy	118	5.9%	119
Bought for child in last 12 mo: large/baby doll	129	6.4%	98
Bought for child in last 12 mo: fashion doll	110	5.5%	107
Bought for child in last 12 mo: plush doll/animal	215	10.7%	127
Bought for child in last 12 mo: doll accessories	91	4.5%	112
Bought for child in last 12 mo: doll clothing	91	4.5%	109
Bought for child in last 12 mo: educational toy	347	17.2%	127
Bought for child in last 12 mo: electronic game	249	12.4%	132
Bought for child in last 12 mo: mechanical toy	95	4.7%	118
Bought for child in last 12 mo: model kit/set	66	3.3%	127
Bought for child in last 12 mo: sound game	51	2.5%	90
Bought for child in last 12 mo: water toy	266	13.2%	138
Bought for child in last 12 mo: word game	91	4.5%	117
Bought book in last 12 months	1,240	61.6%	123
Bought 1-3 books in last 12 months	438	21.7%	111
Bought 4-9 books in last 12 months	380	18.9%	121
Bought 10+ books in last 12 months	423	21.0%	139
Bought paperback book in last 12 months	981	48.7%	129
Bought <3 paperback books in last 12 months	310	15.4%	119
Bought 3-6 paperback books in last 12 months	356	17.7%	134
Bought 7+ paperback books in last 12 months	315	15.6%	133
Bought hardcover book in last 12 months	753	37.4%	134
Bought <3 hardcover books in last 12 months	318	15.8%	129
Bought 3-5 hardcover books in last 12 months	211	10.5%	131
Bought 6+ hardcover books in last 12 months	224	11.1%	142
Bought book (fiction) in last 12 months	773	38.4%	137
Bought book (non-fiction) in last 12 months	678	33.7%	132
Bought biography in last 12 months	175	8.7%	120
Bought children's book in last 12 months	333	16.5%	130
Bought cookbook in last 12 months	266	13.2%	121
Bought desk dictionary in last 12 months	29	1.4%	71
Bought history book in last 12 months	202	10.0%	133
Bought mystery book in last 12 months	311	15.4%	137
Bought personal/business self-help book last 12 mo	240	11.9%	166
Bought religious book (not bible) last 12 months	178	8.8%	117
Bought romance book in last 12 months	149	7.4%	113
Bought science fiction book in last 12 months	115	5.7%	125
Bought book through book club in last 12 months	92	4.6%	106
Bought book at book store in last 12 months	909	45.1%	134
Bought book at Barnes & Noble in last 12 months	593	29.4%	150
Bought book at Borders in last 12 months	371	18.4%	166
Bought book at convenience store in last 12 months	31	1.5%	69
Bought book at department store in last 12 months	119	5.9%	77
Bought book at drug store in last 12 months	44	2.2%	96
Bought book through Internet in last 12 mo	308	15.3%	150
Bought book through mail order in last 12 months	56	2.8%	82
Bought book at supermarket in last 12 months	135	6.7%	128
Bought book at warehouse store in last 12 months	194	9.6%	166

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Population 18+		24,744	25,987
Households		12,042	12,597
Median Household Income		\$91,417	\$104,516
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,372	13.6%	138
Participated in archery	606	2.4%	92
Participated in backpacking/hiking	3,246	13.1%	139
Participated in baseball	1,446	5.8%	112
Participated in basketball	2,506	10.1%	108
Participated in bicycling (mountain)	1,300	5.3%	143
Participated in bicycling (road)	3,360	13.6%	141
Participated in boating (power)	2,020	8.2%	133
Participated in bowling	3,589	14.5%	124
Participated in canoeing/kayaking	1,544	6.2%	130
Participated in downhill skiing	1,111	4.5%	154
Participated in fishing (fresh water)	3,231	13.1%	100
Participated in fishing (salt water)	1,343	5.4%	119
Participated in football	1,593	6.4%	103
Participated in Frisbee	1,705	6.9%	126
Participated in golf	4,062	16.4%	158
Play golf < once a month	1,602	6.5%	164
Play golf 1+ times a month	2,101	8.5%	157
Participated in horseback riding	884	3.6%	118
Participated in hunting with rifle	1,046	4.2%	87
Participated in hunting with shotgun	904	3.7%	86
Participated in ice skating	922	3.7%	129
Participated in jogging/running	3,726	15.1%	143
Participated in martial arts	331	1.3%	95
Participated in motorcycling	1,074	4.3%	118
Participated in Pilates	1,183	4.8%	146
Participated in roller skating	391	1.6%	76
Participated in snowboarding	552	2.2%	116
Participated in soccer	1,290	5.2%	121
Participated in softball	1,097	4.4%	113
Participated in swimming	6,320	25.5%	131
Participated in target shooting	1,059	4.3%	111
Participated in tennis	1,583	6.4%	150
Participated in volleyball	1,017	4.1%	118
Participated in walking for exercise	9,335	37.7%	127
Participated in weight lifting	4,370	17.7%	150
Participated in yoga	1,953	7.9%	137
Spent on high end sports/recreation equipment/12 mo: <\$250	1,174	4.7%	107
Spent on high end sports/recreation equipment/12 mo: \$250+	1,311	5.3%	136
Attend sports event: auto racing (NASCAR)	2,010	8.1%	111
Attend sports event: auto racing (not NASCAR)	1,702	6.9%	109
Attend sports event: baseball game	4,859	19.6%	133

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ECONOMIC DEVELOPMENT

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Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,351	9.5%	119
Attend sports event: basketball game (pro)	2,710	11.0%	128
Attend sports event: football game (college)	3,281	13.3%	128
Attend sports event: football-Monday night game (pro)	1,642	6.6%	108
Attend sports event: football-weekend game (pro)	2,866	11.6%	128
Attend sports event: golf tournament	1,777	7.2%	129
Attend sports event: ice hockey game	2,109	8.5%	129
Attend sports event: soccer game	1,822	7.4%	119
Attend sports event: tennis match	1,408	5.7%	115
Attended adult education course in last 12 months	2,080	8.4%	127
Attended auto show in last 12 months	2,224	9.0%	108
Went to bar/night club in last 12 months	5,422	21.9%	115
Went to beach in last 12 months	8,274	33.4%	136
Attended dance performance in last 12 months	1,370	5.5%	125
Danced/went dancing in last 12 months	2,431	9.8%	104
Dined out in last 12 months	15,016	60.7%	123
Dine out < once a month	1,214	4.9%	104
Dine out once a month	1,774	7.2%	116
Dine out 2-3 times a month	3,560	14.4%	125
Dine out once a week	3,819	15.4%	134
Dine out 2+ times per week	3,129	12.6%	128
Gambled at casino in last 12 months	4,545	18.4%	115
Gambled at casino 6+ times in last 12 months	633	2.6%	94
Gambled in Atlantic City in last 12 months	539	2.2%	86
Gambled in Las Vegas in last 12 months	1,602	6.5%	136
Attended horse races in last 12 months	924	3.7%	126
Attended movies in last 6 months	16,646	67.3%	114
Attended movies in last 90 days: < once a month	9,329	37.7%	117
Attended movies in last 90 days: once a month	3,225	13.0%	127
Attended movies in last 90 days: 2-3 times a month	1,889	7.6%	113
Attended movies in last 90 days: once/week or more	595	2.4%	94
Prefer to see movie after second week of release	7,323	29.6%	125
Went to museum in last 12 months	4,580	18.5%	145
Attended music performance in last 12 months	7,838	31.7%	133
Attended country music performance in last 12 mo	1,453	5.9%	116
Attended rock music performance in last 12 months	3,645	14.7%	135
Attended classical music/opera performance/12 mo	1,524	6.2%	134
Went to live theater in last 12 months	4,728	19.1%	145
Visited a theme park in last 12 months	6,629	26.8%	125
Visited Disney World (FL)/12 mo: Magic Kingdom	1,185	4.8%	141
Visited any Sea World in last 12 months	1,175	4.7%	140
Visited any Six Flags in last 12 months	1,619	6.5%	113
Went to zoo in last 12 months	4,371	17.7%	138
Played backgammon in last 12 months	596	2.4%	120
Participated in book club in last 12 months	1,013	4.1%	129
Played billiards/pool in last 12 months	2,662	10.8%	112
Played bingo in last 12 months	893	3.6%	85
Did birdwatching in last 12 months	1,814	7.3%	118
Played board game in last 12 months	5,431	21.9%	135

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	5,951	24.1%	115
Played chess in last 12 months	1,038	4.2%	115
Cooked for fun in last 12 months	6,093	24.6%	118
Did crossword puzzle in last 12 months	4,081	16.5%	113
Participated in fantasy sports league last 12 mo	1,063	4.3%	132
Flew a kite in last 12 months	837	3.4%	119
Did furniture refinishing in last 12 months	864	3.5%	108
Did indoor gardening/plant care in last 12 months	2,806	11.3%	113
Participated in karaoke in last 12 months	1,104	4.5%	101
Bought lottery ticket in last 12 months	8,448	34.1%	99
Bought lottery ticket in last 12 mo: Daily Drawing	885	3.6%	74
Bought lottery ticket in last 12 mo: Instant Game	3,273	13.2%	83
Bought lottery ticket in last 12 mo: Lotto Drawing	5,855	23.7%	111
Played lottery: <3 times in last 30 days	4,218	17.0%	108
Played lottery: 3-7 times in last 30 days	2,243	9.1%	94
Played lottery: 8+ times in last 30 days	1,988	8.0%	86
Played musical instrument in last 12 months	2,329	9.4%	118
Did painting/drawing in last 12 months	1,679	6.8%	104
Did photography in last 12 months	4,040	16.3%	129
Read book in last 12 months	12,550	50.7%	124
Participated in trivia games in last 12 months	1,791	7.2%	120
Played video game in last 12 months	3,508	14.2%	107
Did woodworking in last 12 months	1,255	5.1%	108
Participated in word games in last 12 months	2,671	10.8%	113
Member of AARP	4,301	17.4%	113
Member of business club	957	3.9%	155
Member of charitable organization	2,147	8.7%	137
Member of church board	1,170	4.7%	110
Member of fraternal order	937	3.8%	107
Member of religious club	1,857	7.5%	117
Member of union	1,414	5.7%	108
Member of veterans club	739	3.0%	88
Bought any children`s toy/game in last 12 months	9,746	39.4%	114
Spent on toys/games in last 12 months: <\$50	1,534	6.2%	102
Spent on toys/games in last 12 months: \$50-99	651	2.6%	95
Spent on toys/games in last 12 months: \$100-199	1,961	7.9%	110
Spent on toys/games in last 12 months: \$200-499	3,115	12.6%	116
Spent on toys/games in last 12 months: \$500+	1,939	7.8%	136
Bought infant toy in last 12 months	2,176	8.8%	105
Bought pre-school toy in last 12 months	2,461	9.9%	123
Spent on toys/games (for child <6)/12 mo: <\$100	2,959	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	1,801	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	2,325	9.4%	121
Bought for child in last 12 mo: boy action figure	2,138	8.6%	107
Bought for child in last 12 mo: girl action figure	676	2.7%	88
Bought for child in last 12 mo: bicycle	1,865	7.5%	110
Bought for child in last 12 mo: board game	3,811	15.4%	130

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	990	4.0%	118
Bought for child in last 12 mo: car	2,321	9.4%	102
Bought for child in last 12 mo: construction toy	1,464	5.9%	120
Bought for child in last 12 mo: large/baby doll	1,592	6.4%	98
Bought for child in last 12 mo: fashion doll	1,242	5.0%	98
Bought for child in last 12 mo: plush doll/animal	2,554	10.3%	123
Bought for child in last 12 mo: doll accessories	1,071	4.3%	108
Bought for child in last 12 mo: doll clothing	1,067	4.3%	104
Bought for child in last 12 mo: educational toy	4,158	16.8%	123
Bought for child in last 12 mo: electronic game	2,858	11.6%	124
Bought for child in last 12 mo: mechanical toy	1,077	4.4%	109
Bought for child in last 12 mo: model kit/set	752	3.0%	118
Bought for child in last 12 mo: sound game	637	2.6%	92
Bought for child in last 12 mo: water toy	2,940	11.9%	124
Bought for child in last 12 mo: word game	1,030	4.2%	108
Bought book in last 12 months	15,145	61.2%	122
Bought 1-3 books in last 12 months	5,411	21.9%	111
Bought 4-9 books in last 12 months	4,653	18.8%	121
Bought 10+ books in last 12 months	5,082	20.5%	136
Bought paperback book in last 12 months	12,046	48.7%	129
Bought <3 paperback books in last 12 months	3,811	15.4%	119
Bought 3-6 paperback books in last 12 months	4,255	17.2%	131
Bought 7+ paperback books in last 12 months	3,982	16.1%	136
Bought hardcover book in last 12 months	9,032	36.5%	131
Bought <3 hardcover books in last 12 months	3,791	15.3%	125
Bought 3-5 hardcover books in last 12 months	2,575	10.4%	130
Bought 6+ hardcover books in last 12 months	2,665	10.8%	137
Bought book (fiction) in last 12 months	9,304	37.6%	134
Bought book (non-fiction) in last 12 months	8,327	33.7%	132
Bought biography in last 12 months	2,282	9.2%	127
Bought children's book in last 12 months	3,900	15.8%	124
Bought cookbook in last 12 months	3,264	13.2%	120
Bought desk dictionary in last 12 months	365	1.5%	73
Bought history book in last 12 months	2,444	9.9%	131
Bought mystery book in last 12 months	3,662	14.8%	132
Bought personal/business self-help book last 12 mo	2,639	10.7%	149
Bought religious book (not bible) last 12 months	2,247	9.1%	120
Bought romance book in last 12 months	1,830	7.4%	113
Bought science fiction book in last 12 months	1,316	5.3%	117
Bought book through book club in last 12 months	1,033	4.2%	96
Bought book at book store in last 12 months	11,097	44.8%	134
Bought book at Barnes & Noble in last 12 months	7,139	28.9%	147
Bought book at Borders in last 12 months	4,349	17.6%	158
Bought book at convenience store in last 12 months	441	1.8%	80
Bought book at department store in last 12 months	1,572	6.4%	83
Bought book at drug store in last 12 months	513	2.1%	91
Bought book through Internet in last 12 mo	3,643	14.7%	145
Bought book through mail order in last 12 months	693	2.8%	82
Bought book at supermarket in last 12 months	1,557	6.3%	121
Bought book at warehouse store in last 12 months	2,277	9.2%	158

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Population 18+		79,773	83,755
Households		40,090	41,891
Median Household Income		\$78,731	\$88,693
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	10,203	12.8%	129
Participated in archery	2,052	2.6%	97
Participated in backpacking/hiking	9,470	11.9%	126
Participated in baseball	4,507	5.7%	109
Participated in basketball	7,798	9.8%	105
Participated in bicycling (mountain)	3,800	4.8%	129
Participated in bicycling (road)	9,995	12.5%	130
Participated in boating (power)	5,982	7.5%	122
Participated in bowling	11,115	13.9%	119
Participated in canoeing/kayaking	4,631	5.8%	121
Participated in downhill skiing	3,259	4.1%	140
Participated in fishing (fresh water)	10,211	12.8%	98
Participated in fishing (salt water)	4,105	5.1%	113
Participated in football	4,987	6.3%	100
Participated in Frisbee	4,998	6.3%	115
Participated in golf	11,582	14.5%	140
Play golf < once a month	4,371	5.5%	138
Play golf 1+ times a month	6,090	7.6%	141
Participated in horseback riding	2,645	3.3%	109
Participated in hunting with rifle	3,391	4.3%	88
Participated in hunting with shotgun	2,955	3.7%	87
Participated in ice skating	2,887	3.6%	126
Participated in jogging/running	11,004	13.8%	131
Participated in martial arts	1,027	1.3%	92
Participated in motorcycling	3,190	4.0%	109
Participated in Pilates	3,606	4.5%	138
Participated in roller skating	1,451	1.8%	87
Participated in snowboarding	1,597	2.0%	104
Participated in soccer	3,816	4.8%	111
Participated in softball	3,311	4.2%	106
Participated in swimming	19,159	24.0%	123
Participated in target shooting	3,259	4.1%	106
Participated in tennis	4,647	5.8%	136
Participated in volleyball	3,115	3.9%	112
Participated in walking for exercise	29,037	36.4%	122
Participated in weight lifting	12,778	16.0%	136
Participated in yoga	5,909	7.4%	128
Spent on high end sports/recreation equipment/12 mo: <\$250	3,733	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	3,794	4.8%	122
Attend sports event: auto racing (NASCAR)	6,149	7.7%	105
Attend sports event: auto racing (not NASCAR)	5,263	6.6%	104
Attend sports event: baseball game	14,746	18.5%	125

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	7,321	9.2%	115
Attend sports event: basketball game (pro)	7,952	10.0%	117
Attend sports event: football game (college)	9,946	12.5%	121
Attend sports event: football-Monday night game (pro)	5,110	6.4%	104
Attend sports event: football-weekend game (pro)	8,696	10.9%	120
Attend sports event: golf tournament	5,235	6.6%	118
Attend sports event: ice hockey game	6,444	8.1%	122
Attend sports event: soccer game	5,454	6.8%	111
Attend sports event: tennis match	4,221	5.3%	107
Attended adult education course in last 12 months	6,273	7.9%	119
Attended auto show in last 12 months	7,225	9.1%	109
Went to bar/night club in last 12 months	17,225	21.6%	113
Went to beach in last 12 months	25,164	31.5%	128
Attended dance performance in last 12 months	4,363	5.5%	123
Danced/went dancing in last 12 months	7,980	10.0%	105
Dined out in last 12 months	46,358	58.1%	118
Dine out < once a month	4,111	5.2%	110
Dine out once a month	5,544	7.0%	112
Dine out 2-3 times a month	10,889	13.7%	119
Dine out once a week	11,531	14.5%	125
Dine out 2+ times per week	9,330	11.7%	118
Gambled at casino in last 12 months	14,462	18.1%	113
Gambled at casino 6+ times in last 12 months	2,155	2.7%	99
Gambled in Atlantic City in last 12 months	1,996	2.5%	99
Gambled in Las Vegas in last 12 months	4,627	5.8%	121
Attended horse races in last 12 months	2,831	3.5%	120
Attended movies in last 6 months	51,576	64.7%	110
Attended movies in last 90 days: < once a month	28,882	36.2%	112
Attended movies in last 90 days: once a month	9,684	12.1%	119
Attended movies in last 90 days: 2-3 times a month	5,948	7.5%	111
Attended movies in last 90 days: once/week or more	1,927	2.4%	94
Prefer to see movie after second week of release	22,620	28.4%	120
Went to museum in last 12 months	13,621	17.1%	134
Attended music performance in last 12 months	23,671	29.7%	125
Attended country music performance in last 12 mo	4,349	5.5%	107
Attended rock music performance in last 12 months	10,944	13.7%	126
Attended classical music/opera performance/12 mo	4,824	6.0%	132
Went to live theater in last 12 months	14,038	17.6%	134
Visited a theme park in last 12 months	19,902	24.9%	116
Visited Disney World (FL)/12 mo: Magic Kingdom	3,595	4.5%	133
Visited any Sea World in last 12 months	3,312	4.2%	122
Visited any Six Flags in last 12 months	4,946	6.2%	107
Went to zoo in last 12 months	13,119	16.4%	129
Played backgammon in last 12 months	1,760	2.2%	110
Participated in book club in last 12 months	3,109	3.9%	123
Played billiards/pool in last 12 months	8,163	10.2%	106
Played bingo in last 12 months	3,159	4.0%	93
Did birdwatching in last 12 months	5,628	7.1%	113
Played board game in last 12 months	16,043	20.1%	123

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	18,667	23.4%	112
Played chess in last 12 months	3,086	3.9%	106
Cooked for fun in last 12 months	19,179	24.0%	116
Did crossword puzzle in last 12 months	13,076	16.4%	113
Participated in fantasy sports league last 12 mo	3,138	3.9%	121
Flew a kite in last 12 months	2,514	3.2%	111
Did furniture refinishing in last 12 months	2,814	3.5%	109
Did indoor gardening/plant care in last 12 months	8,992	11.3%	112
Participated in karaoke in last 12 months	3,395	4.3%	96
Bought lottery ticket in last 12 months	27,554	34.5%	100
Bought lottery ticket in last 12 mo: Daily Drawing	3,157	4.0%	82
Bought lottery ticket in last 12 mo: Instant Game	11,401	14.3%	90
Bought lottery ticket in last 12 mo: Lotto Drawing	18,567	23.3%	109
Played lottery: <3 times in last 30 days	13,182	16.5%	105
Played lottery: 3-7 times in last 30 days	7,504	9.4%	98
Played lottery: 8+ times in last 30 days	6,871	8.6%	92
Played musical instrument in last 12 months	7,085	8.9%	111
Did painting/drawing in last 12 months	5,392	6.8%	103
Did photography in last 12 months	12,228	15.3%	121
Read book in last 12 months	38,565	48.3%	119
Participated in trivia games in last 12 months	5,561	7.0%	116
Played video game in last 12 months	10,991	13.8%	104
Did woodworking in last 12 months	3,890	4.9%	104
Participated in word games in last 12 months	8,517	10.7%	112
Member of AARP	14,347	18.0%	117
Member of business club	2,891	3.6%	145
Member of charitable organization	6,599	8.3%	131
Member of church board	3,584	4.5%	104
Member of fraternal order	3,076	3.9%	109
Member of religious club	5,797	7.3%	114
Member of union	4,536	5.7%	108
Member of veterans club	2,561	3.2%	94
Bought any children`s toy/game in last 12 months	30,412	38.1%	110
Spent on toys/games in last 12 months: <\$50	4,978	6.2%	103
Spent on toys/games in last 12 months: \$50-99	2,089	2.6%	95
Spent on toys/games in last 12 months: \$100-199	5,991	7.5%	104
Spent on toys/games in last 12 months: \$200-499	9,633	12.1%	111
Spent on toys/games in last 12 months: \$500+	5,952	7.5%	130
Bought infant toy in last 12 months	7,028	8.8%	105
Bought pre-school toy in last 12 months	7,461	9.4%	116
Spent on toys/games (for child <6)/12 mo: <\$100	9,324	11.7%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	5,715	7.2%	106
Spent on toys/games (for child <6)/12 mo: \$200+	7,160	9.0%	116
Bought for child in last 12 mo: boy action figure	6,764	8.5%	105
Bought for child in last 12 mo: girl action figure	2,258	2.8%	92
Bought for child in last 12 mo: bicycle	5,873	7.4%	107
Bought for child in last 12 mo: board game	11,443	14.3%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	3,046	3.8%	113
Bought for child in last 12 mo: car	7,281	9.1%	99
Bought for child in last 12 mo: construction toy	4,446	5.6%	113
Bought for child in last 12 mo: large/baby doll	5,224	6.5%	100
Bought for child in last 12 mo: fashion doll	3,991	5.0%	98
Bought for child in last 12 mo: plush doll/animal	8,071	10.1%	120
Bought for child in last 12 mo: doll accessories	3,382	4.2%	105
Bought for child in last 12 mo: doll clothing	3,389	4.2%	103
Bought for child in last 12 mo: educational toy	12,616	15.8%	116
Bought for child in last 12 mo: electronic game	8,830	11.1%	119
Bought for child in last 12 mo: mechanical toy	3,478	4.4%	109
Bought for child in last 12 mo: model kit/set	2,288	2.9%	111
Bought for child in last 12 mo: sound game	2,009	2.5%	90
Bought for child in last 12 mo: water toy	9,047	11.3%	118
Bought for child in last 12 mo: word game	3,163	4.0%	103
Bought book in last 12 months	46,947	58.9%	117
Bought 1-3 books in last 12 months	16,986	21.3%	108
Bought 4-9 books in last 12 months	14,471	18.1%	117
Bought 10+ books in last 12 months	15,489	19.4%	128
Bought paperback book in last 12 months	36,860	46.2%	122
Bought <3 paperback books in last 12 months	11,789	14.8%	114
Bought 3-6 paperback books in last 12 months	12,896	16.2%	123
Bought 7+ paperback books in last 12 months	12,179	15.3%	129
Bought hardcover book in last 12 months	27,628	34.6%	124
Bought <3 hardcover books in last 12 months	11,609	14.6%	119
Bought 3-5 hardcover books in last 12 months	8,054	10.1%	126
Bought 6+ hardcover books in last 12 months	7,964	10.0%	127
Bought book (fiction) in last 12 months	28,096	35.2%	125
Bought book (non-fiction) in last 12 months	25,401	31.8%	125
Bought biography in last 12 months	7,137	8.9%	123
Bought children's book in last 12 months	11,998	15.0%	118
Bought cookbook in last 12 months	10,272	12.9%	118
Bought desk dictionary in last 12 months	1,366	1.7%	84
Bought history book in last 12 months	7,543	9.5%	125
Bought mystery book in last 12 months	11,175	14.0%	125
Bought personal/business self-help book last 12 mo	7,927	9.9%	138
Bought religious book (not bible) last 12 months	6,795	8.5%	112
Bought romance book in last 12 months	5,516	6.9%	106
Bought science fiction book in last 12 months	4,066	5.1%	112
Bought book through book club in last 12 months	3,453	4.3%	100
Bought book at book store in last 12 months	33,853	42.4%	126
Bought book at Barnes & Noble in last 12 months	21,470	26.9%	137
Bought book at Borders in last 12 months	12,804	16.1%	144
Bought book at convenience store in last 12 months	1,539	1.9%	87
Bought book at department store in last 12 months	5,445	6.8%	89
Bought book at drug store in last 12 months	1,795	2.3%	99
Bought book through Internet in last 12 mo	10,849	13.6%	134
Bought book through mail order in last 12 months	2,385	3.0%	88
Bought book at supermarket in last 12 months	4,754	6.0%	114
Bought book at warehouse store in last 12 months	6,561	8.2%	141

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	68.3%	Population	2,823	2,846
Exurbanites	31.6%	Households	931	943
Young and Restless	0.1%	Families	790	795
Top Rung	0.0%	Median Age	40.3	40.3
Suburban Splendor	0.0%	Median Household Income	\$107,239	\$118,641
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		115	\$2,747.64	\$2,557,877
Men's		108	\$497.69	\$463,318
Women's		102	\$845.96	\$787,537
Children's		123	\$494.01	\$459,888
Footwear		78	\$323.79	\$301,432
Watches & Jewelry		178	\$344.99	\$321,161
Apparel Products and Services (1)		258	\$241.20	\$224,541
Computer				
Computers and Hardware for Home Use		168	\$322.08	\$299,833
Software and Accessories for Home Use		170	\$48.36	\$45,015
Entertainment & Recreation		171	\$5,520.71	\$5,139,428
Fees and Admissions		190	\$1,178.73	\$1,097,320
Membership Fees for Clubs (2)		188	\$307.29	\$286,063
Fees for Participant Sports, excl. Trips		187	\$199.37	\$185,599
Admission to Movie/Theatre/Opera/Ballet		174	\$264.40	\$246,139
Admission to Sporting Events, excl. Trips		202	\$120.23	\$111,923
Fees for Recreational Lessons		210	\$286.57	\$266,775
Dating Services		114	\$0.88	\$821
TV/Video/Audio		155	\$1,926.21	\$1,793,182
Community Antenna or Cable TV		146	\$1,050.28	\$977,744
Televisions		180	\$348.61	\$324,531
VCRs, Video Cameras, and DVD Players		164	\$33.28	\$30,980
Video Cassettes and DVDs		154	\$81.03	\$75,429
Video and Computer Game Hardware and Software		175	\$97.41	\$90,683
Satellite Dishes		184	\$2.31	\$2,153
Rental of Video Cassettes and DVDs		162	\$66.63	\$62,027
Streaming/Downloaded Video		173	\$2.42	\$2,255
Audio (3)		158	\$232.22	\$216,185
Rental and Repair of TV/Radio/Sound Equipment		159	\$12.03	\$11,197
Pets		203	\$873.25	\$812,936
Toys and Games (4)		164	\$238.01	\$221,571
Recreational Vehicles and Fees (5)		178	\$574.10	\$534,448
Sports/Recreation/Exercise Equipment (6)		142	\$257.02	\$239,273
Photo Equipment and Supplies (7)		177	\$182.73	\$170,112
Reading (8)		160	\$248.01	\$230,885
Catered Affairs (9)		173	\$42.65	\$39,701
Food		154	\$11,878.36	\$11,058,002
Food at Home		150	\$6,727.28	\$6,262,670
Bakery and Cereal Products		150	\$892.56	\$830,920
Meats, Poultry, Fish, and Eggs		149	\$1,542.32	\$1,435,806
Dairy Products		149	\$742.36	\$691,088
Fruits and Vegetables		152	\$1,193.17	\$1,110,766
Snacks and Other Food at Home (10)		151	\$2,356.86	\$2,194,090
Food Away from Home		160	\$5,151.08	\$4,795,332
Alcoholic Beverages		158	\$901.52	\$839,255
Nonalcoholic Beverages at Home		149	\$653.63	\$608,487

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	161	\$2,807.75	\$2,613,840
Vehicle Loans	162	\$7,989.32	\$7,437,550
Health			
Nonprescription Drugs	149	\$153.09	\$142,520
Prescription Drugs	138	\$690.11	\$642,453
Eyeglasses and Contact Lenses	164	\$126.00	\$117,294
Home			
Mortgage Payment and Basics (11)	199	\$18,681.05	\$17,390,871
Maintenance and Remodeling Services	197	\$3,909.44	\$3,639,445
Maintenance and Remodeling Materials (12)	176	\$654.16	\$608,984
Utilities, Fuel, and Public Services	150	\$6,783.68	\$6,315,175
Household Furnishings and Equipment			
Household Textiles (13)	170	\$226.51	\$210,868
Furniture	179	\$1,075.28	\$1,001,016
Floor Coverings	176	\$132.34	\$123,198
Major Appliances (14)	168	\$510.07	\$474,845
Housewares (15)	144	\$124.18	\$115,604
Small Appliances	154	\$50.39	\$46,907
Luggage	189	\$17.54	\$16,329
Telephones and Accessories	113	\$48.18	\$44,854
Household Operations			
Child Care	203	\$937.99	\$873,206
Lawn and Garden (16)	177	\$741.16	\$689,972
Moving/Storage/Freight Express	162	\$98.11	\$91,332
Housekeeping Supplies (17)	155	\$1,090.46	\$1,015,152
Insurance			
Owners and Renters Insurance	174	\$806.42	\$750,725
Vehicle Insurance	156	\$1,814.19	\$1,688,894
Life/Other Insurance	172	\$715.84	\$666,398
Health Insurance	146	\$2,825.21	\$2,630,087
Personal Care Products (18)	162	\$643.95	\$599,476
School Books and Supplies (19)	151	\$160.66	\$149,566
Smoking Products	119	\$507.53	\$472,474
Transportation			
Vehicle Purchases (Net Outlay) (20)	166	\$7,288.87	\$6,785,476
Gasoline and Motor Oil	152	\$4,356.64	\$4,055,755
Vehicle Maintenance and Repairs	160	\$1,506.06	\$1,402,048
Travel			
Airline Fares	187	\$858.91	\$799,587
Lodging on Trips	185	\$806.11	\$750,437
Auto/Truck/Van Rental on Trips	199	\$73.29	\$68,227
Food and Drink on Trips	177	\$771.62	\$718,328

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Suburban Splendor	25.5%	Population	34,358	35,856
Boomburbs	21.7%	Households	12,042	12,597
Exurbanites	17.0%	Families	9,573	9,959
In Style	11.4%	Median Age	39.2	38.8
Up and Coming Families	7.7%	Median Household Income	\$91,417	\$104,516
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,793.42	\$33,637,731
Men's		111	\$507.38	\$6,109,687
Women's		104	\$865.47	\$10,421,796
Children's		123	\$493.77	\$5,945,888
Footwear		79	\$331.06	\$3,986,488
Watches & Jewelry		177	\$343.68	\$4,138,448
Apparel Products and Services (1)		269	\$252.08	\$3,035,424
Computer				
Computers and Hardware for Home Use		168	\$322.27	\$3,880,724
Software and Accessories for Home Use		170	\$48.51	\$584,100
Entertainment & Recreation		172	\$5,542.84	\$66,745,531
Fees and Admissions		188	\$1,161.96	\$13,992,049
Membership Fees for Clubs (2)		187	\$306.02	\$3,685,009
Fees for Participant Sports, excl. Trips		183	\$195.46	\$2,353,632
Admission to Movie/Theatre/Opera/Ballet		175	\$266.03	\$3,203,442
Admission to Sporting Events, excl. Trips		194	\$115.35	\$1,389,053
Fees for Recreational Lessons		204	\$278.05	\$3,348,203
Dating Services		137	\$1.06	\$12,710
TV/Video/Audio		159	\$1,974.27	\$23,773,701
Community Antenna or Cable TV		153	\$1,101.52	\$13,264,221
Televisions		177	\$342.88	\$4,128,870
VCRs, Video Cameras, and DVD Players		164	\$33.43	\$402,595
Video Cassettes and DVDs		158	\$83.01	\$999,596
Video and Computer Game Hardware and Software		173	\$96.79	\$1,165,566
Satellite Dishes		178	\$2.24	\$26,987
Rental of Video Cassettes and DVDs		163	\$67.05	\$807,389
Streaming/Downloaded Video		173	\$2.42	\$29,099
Audio (3)		158	\$232.64	\$2,801,391
Rental and Repair of TV/Radio/Sound Equipment		162	\$12.29	\$147,987
Pets		204	\$878.10	\$10,573,861
Toys and Games (4)		165	\$239.54	\$2,884,431
Recreational Vehicles and Fees (5)		172	\$555.73	\$6,691,983
Sports/Recreation/Exercise Equipment (6)		139	\$252.10	\$3,035,713
Photo Equipment and Supplies (7)		175	\$180.69	\$2,175,815
Reading (8)		165	\$255.91	\$3,081,608
Catered Affairs (9)		181	\$44.54	\$536,369
Food		159	\$12,233.18	\$147,308,990
Food at Home		156	\$6,967.80	\$83,904,590
Bakery and Cereal Products		155	\$926.96	\$11,162,180
Meats, Poultry, Fish, and Eggs		155	\$1,605.31	\$19,330,744
Dairy Products		155	\$769.00	\$9,260,098
Fruits and Vegetables		157	\$1,234.01	\$14,859,597
Snacks and Other Food at Home (10)		156	\$2,432.53	\$29,291,971
Food Away from Home		164	\$5,265.38	\$63,404,401
Alcoholic Beverages		165	\$940.08	\$11,320,171
Nonalcoholic Beverages at Home		155	\$678.20	\$8,166,716

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	169	\$2,945.30	\$35,466,573
Vehicle Loans	162	\$7,946.20	\$95,686,245
Health			
Nonprescription Drugs	151	\$156.11	\$1,879,884
Prescription Drugs	146	\$726.42	\$8,747,426
Eyeglasses and Contact Lenses	167	\$128.74	\$1,550,263
Home			
Mortgage Payment and Basics (11)	192	\$17,993.24	\$216,670,238
Maintenance and Remodeling Services	194	\$3,840.76	\$46,249,455
Maintenance and Remodeling Materials (12)	174	\$645.10	\$7,768,152
Utilities, Fuel, and Public Services	156	\$7,077.87	\$85,230,039
Household Furnishings and Equipment			
Household Textiles (13)	170	\$226.63	\$2,729,014
Furniture	177	\$1,064.46	\$12,817,931
Floor Coverings	180	\$135.07	\$1,626,466
Major Appliances (14)	167	\$508.09	\$6,118,257
Housewares (15)	146	\$125.88	\$1,515,846
Small Appliances	159	\$52.03	\$626,489
Luggage	185	\$17.11	\$206,070
Telephones and Accessories	112	\$47.79	\$575,506
Household Operations			
Child Care	188	\$871.49	\$10,494,328
Lawn and Garden (16)	176	\$738.14	\$8,888,545
Moving/Storage/Freight Express	163	\$99.06	\$1,192,903
Housekeeping Supplies (17)	159	\$1,117.19	\$13,452,934
Insurance			
Owners and Renters Insurance	172	\$798.06	\$9,609,999
Vehicle Insurance	161	\$1,871.62	\$22,537,600
Life/Other Insurance	173	\$722.82	\$8,704,031
Health Insurance	152	\$2,946.75	\$35,484,112
Personal Care Products (18)	163	\$651.29	\$7,842,697
School Books and Supplies (19)	158	\$168.13	\$2,024,628
Smoking Products	133	\$568.39	\$6,844,413
Transportation			
Vehicle Purchases (Net Outlay) (20)	165	\$7,260.84	\$87,433,302
Gasoline and Motor Oil	156	\$4,476.61	\$53,906,211
Vehicle Maintenance and Repairs	163	\$1,539.86	\$18,542,633
Travel			
Airline Fares	186	\$855.23	\$10,298,419
Lodging on Trips	184	\$803.44	\$9,674,776
Auto/Truck/Van Rental on Trips	195	\$71.80	\$864,641
Food and Drink on Trips	177	\$771.64	\$9,291,941

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.2241
Longitude: -84.28123

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Suburban Splendor	14.4%	Population	108,520	113,257
Boomburbs	11.3%	Households	40,090	41,891
Exurbanites	8.2%	Families	29,779	30,928
In Style	8.0%	Median Age	39.6	39.1
Cozy and Comfortable	7.8%	Median Household Income	\$78,731	\$88,693
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		104	\$2,491.04	\$99,865,020
Men's		98	\$451.05	\$18,082,402
Women's		94	\$776.09	\$31,113,399
Children's		109	\$436.52	\$17,499,792
Footwear		71	\$296.75	\$11,896,717
Watches & Jewelry		155	\$301.53	\$12,088,386
Apparel Products and Services (1)		245	\$229.09	\$9,184,324
Computer				
Computers and Hardware for Home Use		148	\$284.39	\$11,401,152
Software and Accessories for Home Use		150	\$42.74	\$1,713,344
Entertainment & Recreation		153	\$4,925.56	\$197,464,270
Fees and Admissions		163	\$1,009.59	\$40,474,066
Membership Fees for Clubs (2)		164	\$269.32	\$10,796,958
Fees for Participant Sports, excl. Trips		160	\$171.06	\$6,857,695
Admission to Movie/Theatre/Opera/Ballet		155	\$234.32	\$9,393,633
Admission to Sporting Events, excl. Trips		167	\$99.14	\$3,974,347
Fees for Recreational Lessons		172	\$234.74	\$9,410,766
Dating Services		132	\$1.01	\$40,666
TV/Video/Audio		144	\$1,790.05	\$71,762,600
Community Antenna or Cable TV		142	\$1,021.63	\$40,957,040
Televisions		155	\$299.58	\$12,010,060
VCRs, Video Cameras, and DVD Players		145	\$29.60	\$1,186,637
Video Cassettes and DVDs		141	\$74.46	\$2,984,943
Video and Computer Game Hardware and Software		152	\$85.07	\$3,410,278
Satellite Dishes		152	\$1.91	\$76,656
Rental of Video Cassettes and DVDs		144	\$59.35	\$2,379,283
Streaming/Downloaded Video		154	\$2.16	\$86,648
Audio (3)		140	\$205.25	\$8,228,304
Rental and Repair of TV/Radio/Sound Equipment		146	\$11.04	\$442,750
Pets		182	\$783.80	\$31,422,372
Toys and Games (4)		147	\$213.79	\$8,570,944
Recreational Vehicles and Fees (5)		148	\$477.94	\$19,160,273
Sports/Recreation/Exercise Equipment (6)		121	\$218.63	\$8,764,768
Photo Equipment and Supplies (7)		153	\$158.39	\$6,349,968
Reading (8)		151	\$233.65	\$9,366,962
Catered Affairs (9)		161	\$39.72	\$1,592,316
Food		144	\$11,097.10	\$444,879,956
Food at Home		142	\$6,363.21	\$255,099,496
Bakery and Cereal Products		142	\$849.83	\$34,069,292
Meats, Poultry, Fish, and Eggs		142	\$1,469.19	\$58,899,324
Dairy Products		141	\$703.68	\$28,210,179
Fruits and Vegetables		143	\$1,125.45	\$45,118,799
Snacks and Other Food at Home (10)		142	\$2,215.08	\$88,801,903
Food Away from Home		147	\$4,733.89	\$189,780,459
Alcoholic Beverages		149	\$849.39	\$34,051,863
Nonalcoholic Beverages at Home		141	\$618.77	\$24,806,157

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	151	\$2,628.29	\$105,367,396
Vehicle Loans	144	\$7,058.33	\$282,966,547
Health			
Nonprescription Drugs	139	\$143.67	\$5,759,571
Prescription Drugs	139	\$695.10	\$27,866,433
Eyeglasses and Contact Lenses	151	\$116.19	\$4,658,086
Home			
Mortgage Payment and Basics (11)	165	\$15,481.02	\$620,630,048
Maintenance and Remodeling Services	168	\$3,327.78	\$133,409,664
Maintenance and Remodeling Materials (12)	152	\$565.68	\$22,677,939
Utilities, Fuel, and Public Services	144	\$6,515.37	\$261,199,653
Household Furnishings and Equipment			
Household Textiles (13)	151	\$200.56	\$8,040,555
Furniture	155	\$930.05	\$37,285,252
Floor Coverings	162	\$121.46	\$4,869,130
Major Appliances (14)	149	\$452.44	\$18,138,375
Housewares (15)	130	\$112.22	\$4,498,659
Small Appliances	145	\$47.53	\$1,905,388
Luggage	160	\$14.78	\$592,366
Telephones and Accessories	99	\$42.03	\$1,685,000
Household Operations			
Child Care	159	\$735.90	\$29,501,869
Lawn and Garden (16)	156	\$653.58	\$26,201,857
Moving/Storage/Freight Express	143	\$86.91	\$3,484,159
Housekeeping Supplies (17)	145	\$1,015.46	\$40,709,714
Insurance			
Owners and Renters Insurance	155	\$715.44	\$28,681,918
Vehicle Insurance	146	\$1,699.03	\$68,113,703
Life/Other Insurance	155	\$648.26	\$25,988,487
Health Insurance	144	\$2,774.67	\$111,235,850
Personal Care Products (18)	146	\$584.09	\$23,415,890
School Books and Supplies (19)	142	\$151.33	\$6,066,797
Smoking Products	128	\$547.21	\$21,937,617
Transportation			
Vehicle Purchases (Net Outlay) (20)	147	\$6,435.94	\$258,015,172
Gasoline and Motor Oil	142	\$4,060.97	\$162,803,342
Vehicle Maintenance and Repairs	147	\$1,384.98	\$55,523,468
Travel			
Airline Fares	162	\$742.60	\$29,770,722
Lodging on Trips	161	\$702.37	\$28,157,639
Auto/Truck/Van Rental on Trips	167	\$61.54	\$2,466,936
Food and Drink on Trips	156	\$678.55	\$27,202,819

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



Retail Goods and Services Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015	
Population		2,823	2,846	
Households		931	943	
Families		790	795	
Median Age		40.3	40.3	
Median Household Income		\$107,239	\$118,641	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	134	\$6.39		\$5,950
Gasoline	152	\$4,261.14		\$3,966,856
Motor Oil	136	\$16.17		\$15,056
Vehicle Parts/Equipment and Accessories	144	\$80.73		\$75,158
Tire Purchase/Replacement	161	\$232.94		\$216,850
Vehicle Audio/Video Equipment and Installation	180	\$12.76		\$11,883
Vehicle Cleaning Products and Services	174	\$14.17		\$13,193
Services				
Auto Repair Service Policy	174	\$28.72		\$26,732
Membership Fees for Automobile Service Clubs	155	\$33.93		\$31,590
Global Positioning Services	170	\$4.30		\$4,004
Vehicle Air Conditioning Repair	169	\$29.68		\$27,634
Vehicle Body Work and Painting	158	\$60.05		\$55,905
Vehicle Brake Work	159	\$125.64		\$116,965
Vehicle Clutch/Transmission Repair	162	\$74.63		\$69,476
Vehicle Cooling System Repair	161	\$46.70		\$43,471
Vehicle Drive Shaft and Rear-end Repair	167	\$14.45		\$13,455
Vehicle Electrical System Repair	155	\$53.55		\$49,851
Vehicle Exhaust System Repair	155	\$20.82		\$19,386
Vehicle Front End Alignment/Wheel Balance & Rotation	155	\$28.79		\$26,798
Lube/Oil Change and Oil Filters	154	\$137.96		\$128,428
Vehicle Motor Repair/Replacement	165	\$151.74		\$141,261
Vehicle Motor Tune-up	176	\$108.62		\$101,117
Vehicle Shock Absorber Replacement	160	\$10.69		\$9,952
Vehicle Steering/Front End Repair	153	\$42.45		\$39,515
Tire Repair and Other Repair Work	159	\$103.41		\$96,269

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Households		12,042	12,597
Families		9,573	9,959
Median Age		39.2	38.8
Median Household Income		\$91,417	\$104,516
	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	141	\$6.74	\$81,205
Gasoline	156	\$4,379.83	\$52,740,906
Motor Oil	142	\$16.79	\$202,132
Vehicle Parts/Equipment and Accessories	150	\$83.95	\$1,010,935
Tire Purchase/Replacement	162	\$234.38	\$2,822,348
Vehicle Audio/Video Equipment and Installation	177	\$12.52	\$150,745
Vehicle Cleaning Products and Services	172	\$14.04	\$169,060
Services			
Auto Repair Service Policy	172	\$28.31	\$340,874
Membership Fees for Automobile Service Clubs	162	\$35.62	\$428,981
Global Positioning Services	172	\$4.36	\$52,505
Vehicle Air Conditioning Repair	170	\$30.02	\$361,496
Vehicle Body Work and Painting	164	\$62.36	\$750,930
Vehicle Brake Work	166	\$131.91	\$1,588,445
Vehicle Clutch/Transmission Repair	161	\$74.03	\$891,509
Vehicle Cooling System Repair	164	\$47.76	\$575,066
Vehicle Drive Shaft and Rear-end Repair	167	\$14.40	\$173,343
Vehicle Electrical System Repair	161	\$55.72	\$670,915
Vehicle Exhaust System Repair	163	\$21.80	\$262,497
Vehicle Front End Alignment/Wheel Balance & Rotation	162	\$30.02	\$361,438
Lube/Oil Change and Oil Filters	158	\$141.46	\$1,703,453
Vehicle Motor Repair/Replacement	167	\$153.36	\$1,846,722
Vehicle Motor Tune-up	176	\$108.66	\$1,308,481
Vehicle Shock Absorber Replacement	164	\$10.94	\$131,780
Vehicle Steering/Front End Repair	160	\$44.46	\$535,435
Tire Repair and Other Repair Work	165	\$107.03	\$1,288,804

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015	
Population		108,520	113,257	
Households		40,090	41,891	
Families		29,779	30,928	
Median Age		39.6	39.1	
Median Household Income		\$78,731	\$88,693	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	131	\$6.23		\$249,624
Gasoline	142	\$3,975.33		\$159,370,170
Motor Oil	130	\$15.40		\$617,264
Vehicle Parts/Equipment and Accessories	136	\$76.16		\$3,053,276
Tire Purchase/Replacement	145	\$209.35		\$8,392,794
Vehicle Audio/Video Equipment and Installation	152	\$10.76		\$431,367
Vehicle Cleaning Products and Services	151	\$12.30		\$493,249
Services				
Auto Repair Service Policy	151	\$24.97		\$1,001,232
Membership Fees for Automobile Service Clubs	150	\$32.92		\$1,319,554
Global Positioning Services	155	\$3.91		\$156,876
Vehicle Air Conditioning Repair	154	\$27.08		\$1,085,679
Vehicle Body Work and Painting	149	\$56.58		\$2,268,466
Vehicle Brake Work	151	\$119.73		\$4,800,052
Vehicle Clutch/Transmission Repair	143	\$65.67		\$2,632,713
Vehicle Cooling System Repair	148	\$42.90		\$1,719,899
Vehicle Drive Shaft and Rear-end Repair	148	\$12.77		\$512,067
Vehicle Electrical System Repair	147	\$50.76		\$2,034,947
Vehicle Exhaust System Repair	149	\$20.02		\$802,774
Vehicle Front End Alignment/Wheel Balance & Rotation	147	\$27.24		\$1,092,047
Lube/Oil Change and Oil Filters	144	\$128.78		\$5,162,910
Vehicle Motor Repair/Replacement	148	\$136.13		\$5,457,240
Vehicle Motor Tune-up	154	\$95.30		\$3,820,402
Vehicle Shock Absorber Replacement	149	\$9.94		\$398,482
Vehicle Steering/Front End Repair	147	\$40.66		\$1,630,076
Tire Repair and Other Repair Work	150	\$97.35		\$3,902,764

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Households		931	943
Families		790	795
Median Age		40.3	40.3
Median Household Income		\$107,239	\$118,641
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	167	\$10,404.28	\$9,685,730
Savings Accounts	167	\$21,980.60	\$20,462,544
U.S. Savings Bonds	173	\$712.41	\$663,209
Stocks, Bonds & Mutual Funds	189	\$73,716.88	\$68,625,755
Annual Changes			
Checking Accounts	257	\$669.02	\$622,811
Savings Accounts	147	\$573.41	\$533,809
U.S. Savings Bonds	258	\$6.16	\$5,736
Earnings			
Dividends, Royalties, Estates, Trusts	175	\$1,719.45	\$1,600,700
Interest from Savings Accounts or Bonds	169	\$1,543.59	\$1,436,983
Retirement Plan Contributions	205	\$2,813.12	\$2,618,834
Liabilities			
Original Mortgage Amount	220	\$47,261.95	\$43,997,880
Vehicle Loan Amount 1	161	\$4,375.27	\$4,073,104
Amount Paid: Interest			
Home Mortgage	211	\$9,800.55	\$9,123,691
Lump Sum Home Equity Loan	191	\$248.08	\$230,950
New Car/Truck/Van Loan	175	\$365.63	\$340,382
Used Car/Truck/Van Loan	146	\$236.47	\$220,138
Amount Paid: Principal			
Home Mortgage	204	\$4,051.32	\$3,771,523
Lump Sum Home Equity Loan	180	\$301.29	\$280,484
New Car/Truck/Van Loan	176	\$1,960.42	\$1,825,031
Used Car/Truck/Van Loan	146	\$1,104.76	\$1,028,460
Checking Account and Banking Service Charges	150	\$41.71	\$38,832
Finance Charges, excluding Mortgage/Vehicle	162	\$397.14	\$369,711

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Households		12,042	12,597
Families		9,573	9,959
Median Age		39.2	38.8
Median Household Income		\$91,417	\$104,516
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	171	\$10,293.91	\$123,956,792
Savings Accounts	171	\$22,551.02	\$271,553,941
U.S. Savings Bonds	174	\$714.61	\$8,605,145
Stocks, Bonds & Mutual Funds	191	\$74,435.85	\$896,338,669
Annual Changes			
Checking Accounts	230	\$600.53	\$7,231,459
Savings Accounts	168	\$655.06	\$7,888,064
U.S. Savings Bonds	265	\$6.32	\$76,151
Earnings			
Dividends, Royalties, Estates, Trusts	178	\$1,752.06	\$21,097,862
Interest from Savings Accounts or Bonds	172	\$1,577.86	\$19,000,264
Retirement Plan Contributions	196	\$2,699.73	\$32,509,446
Liabilities			
Original Mortgage Amount	202	\$43,369.79	\$522,248,677
Vehicle Loan Amount 1	160	\$4,349.47	\$52,375,283
Amount Paid: Interest			
Home Mortgage	198	\$9,200.01	\$110,784,307
Lump Sum Home Equity Loan	188	\$244.36	\$2,942,476
New Car/Truck/Van Loan	171	\$358.21	\$4,313,445
Used Car/Truck/Van Loan	149	\$242.07	\$2,914,931
Amount Paid: Principal			
Home Mortgage	196	\$3,875.16	\$46,663,722
Lump Sum Home Equity Loan	182	\$304.48	\$3,666,491
New Car/Truck/Van Loan	173	\$1,925.70	\$23,188,829
Used Car/Truck/Van Loan	149	\$1,131.00	\$13,619,258
Checking Account and Banking Service Charges	154	\$42.91	\$516,676
Finance Charges, excluding Mortgage/Vehicle	163	\$400.15	\$4,818,536

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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ECONOMIC DEVELOPMENT

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Demographic Summary		2010	2015	
Population		108,520	113,257	
Households		40,090	41,891	
Families		29,779	30,928	
Median Age		39.6	39.1	
Median Household Income		\$78,731	\$88,693	
		Spending Potential Index	Average Amount Spent	Total
Assets				
Market Value				
Checking Accounts	156	\$9,219.02	\$369,588,313	
Savings Accounts	156	\$20,518.09	\$822,565,222	
U.S. Savings Bonds	159	\$654.60	\$26,242,938	
Stocks, Bonds & Mutual Funds	170	\$66,132.18	\$2,651,222,184	
Annual Changes				
Checking Accounts	183	\$476.36	\$19,097,063	
Savings Accounts	152	\$591.90	\$23,729,116	
U.S. Savings Bonds	242	\$5.78	\$231,731	
Earnings				
Dividends, Royalties, Estates, Trusts	162	\$1,591.85	\$63,816,929	
Interest from Savings Accounts or Bonds	159	\$1,452.47	\$58,228,960	
Retirement Plan Contributions	167	\$2,298.60	\$92,150,214	
Liabilities				
Original Mortgage Amount	168	\$36,098.87	\$1,447,194,682	
Vehicle Loan Amount 1	142	\$3,861.45	\$154,804,585	
Amount Paid: Interest				
Home Mortgage	167	\$7,765.87	\$311,331,926	
Lump Sum Home Equity Loan	164	\$213.07	\$8,541,826	
New Car/Truck/Van Loan	151	\$314.89	\$12,623,781	
Used Car/Truck/Van Loan	135	\$219.55	\$8,801,543	
Amount Paid: Principal				
Home Mortgage	167	\$3,301.54	\$132,357,724	
Lump Sum Home Equity Loan	161	\$269.92	\$10,820,958	
New Car/Truck/Van Loan	152	\$1,695.44	\$67,969,679	
Used Car/Truck/Van Loan	135	\$1,027.46	\$41,190,602	
Checking Account and Banking Service Charges	139	\$38.67	\$1,550,210	
Finance Charges, excluding Mortgage/Vehicle	146	\$358.82	\$14,384,951	

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	962	Population	2,823
2010-2015 Percent Change	2.47%	Households	931
Percent Occupied	96.7%	Families	790
Percent Owner HHs	94.2%	Median Age	40.3
Median Home Value	\$203,668	Median Household Income	\$107,239
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	198	\$23,410.17	\$21,793,390
Mortgage Interest	211	\$9,800.55	\$9,123,691
Mortgage Principal	204	\$4,051.32	\$3,771,523
Property Taxes	179	\$3,955.09	\$3,681,937
Homeowners Insurance	177	\$794.81	\$739,914
Ground Rent	136	\$98.98	\$92,142
Maintenance and Remodeling Services	197	\$3,909.44	\$3,639,445
Maintenance and Remodeling Materials	176	\$654.16	\$608,984
Property Management and Security	165	\$140.86	\$131,129
Rented Dwellings	72	\$2,477.07	\$2,305,996
Rent	71	\$2,306.59	\$2,147,292
Rent Received as Pay	55	\$50.07	\$46,609
Renters' Insurance	96	\$12.50	\$11,634
Maintenance and Repair Services	91	\$19.32	\$17,982
Maintenance and Repair Materials	167	\$88.60	\$82,480
Owned Vacation Homes	195	\$904.66	\$842,182
Mortgage Payment	209	\$427.22	\$397,717
Property Taxes	177	\$199.58	\$185,797
Homeowners Insurance	174	\$25.72	\$23,945
Maintenance and Remodeling	189	\$220.16	\$204,954
Property Management and Security	187	\$31.98	\$29,769
Housing While Attending School	188	\$152.87	\$142,314
Household Operations	179	\$2,830.68	\$2,635,182
Child Care	203	\$937.99	\$873,206
Care for Elderly or Handicapped	159	\$114.47	\$106,560
Appliance Rental and Repair	169	\$41.19	\$38,345
Computer Information Services	162	\$394.77	\$367,506
Home Security System Services	196	\$51.42	\$47,868
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.69	\$5,300
Housekeeping Services	201	\$308.15	\$286,872
Lawn and Garden	177	\$741.16	\$689,972
Moving/Storage/Freight Express	162	\$98.11	\$91,332
PC Repair (Personal Use)	156	\$13.81	\$12,861
Reupholstering/Furniture Repair	195	\$15.45	\$14,382
Termite/Pest Control	190	\$46.18	\$42,988
Water Softening Services	121	\$6.79	\$6,325
Internet Services Away from Home	169	\$4.50	\$4,193
Voice Over IP Service	141	\$9.41	\$8,755
Other Home Services (1)	171	\$39.02	\$36,322

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	150	\$6,783.68	\$6,315,175
Bottled Gas	105	\$71.03	\$66,129
Electricity	149	\$2,528.31	\$2,353,696
Fuel Oil	96	\$107.81	\$100,366
Natural Gas	156	\$1,019.54	\$949,131
Telephone Services	147	\$2,125.83	\$1,979,011
Water and Other Public Services	170	\$928.20	\$864,095
Coal/Wood/Other Fuel	94	\$8.12	\$7,558
Housekeeping Supplies	155	\$1,090.46	\$1,015,152
Laundry and Cleaning Supplies	153	\$291.05	\$270,948
Postage and Stationery	157	\$320.73	\$298,578
Other HH Products (2)	157	\$479.88	\$446,736
Household Textiles	170	\$226.51	\$210,868
Bathroom Linens	161	\$28.61	\$26,632
Bedroom Linens	168	\$104.11	\$96,923
Kitchen and Dining Room Linens	173	\$5.35	\$4,979
Curtains and Draperies	185	\$53.46	\$49,769
Slipcovers, Decorative Pillows	173	\$7.40	\$6,885
Materials for Slipcovers/Curtains	163	\$24.87	\$23,152
Other Linens	169	\$2.96	\$2,756
Furniture	179	\$1,075.28	\$1,001,016
Mattresses and Box Springs	169	\$135.22	\$125,886
Other Bedroom Furniture	183	\$196.65	\$183,065
Sofas	169	\$255.66	\$238,003
Living Room Tables and Chairs	174	\$144.00	\$134,050
Kitchen, Dining Room Furniture	186	\$115.10	\$107,151
Infant Furniture	184	\$20.52	\$19,099
Outdoor Furniture	198	\$52.73	\$49,086
Wall Units, Cabinets, Other Furniture (3)	197	\$156.54	\$145,730
Major Appliances	168	\$510.07	\$474,845
Dishwashers and Disposals	178	\$48.75	\$45,379
Refrigerators and Freezers	173	\$141.90	\$132,098
Clothes Washers	173	\$86.73	\$80,744
Clothes Dryers	172	\$65.78	\$61,236
Cooking Stoves and Ovens	173	\$81.84	\$76,186
Microwave Ovens	152	\$19.37	\$18,035
Window Air Conditioners	105	\$7.36	\$6,856
Electric Floor Cleaning Equipment	154	\$34.62	\$32,230
Sewing Machines and Miscellaneous Appliances	150	\$24.27	\$22,593

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	176	\$132.34	\$123,198
Housewares	144	\$124.18	\$115,604
Small Appliances	154	\$50.39	\$46,907
Window Coverings	227	\$88.20	\$82,108
Lamps and Other Lighting Fixtures	185	\$43.60	\$40,589
Infant Equipment	45	\$9.08	\$8,456
Rental of Furniture	83	\$3.82	\$3,559
Laundry and Cleaning Equipment	155	\$34.51	\$32,129
Closet and Storage Items	33	\$8.39	\$7,813
Luggage	189	\$17.54	\$16,329
Clocks and Other Household Decoratives	52	\$105.70	\$98,403
Telephones and Accessories	113	\$48.18	\$44,854
Telephone Answering Devices	146	\$1.23	\$1,143
Grills and Outdoor Equipment	49	\$25.94	\$24,149
Power Tools	150	\$47.94	\$44,628
Hand Tools	155	\$15.99	\$14,883
Office Furniture/Equipment for Home Use	195	\$31.90	\$29,701
Computers and Hardware for Home Use	168	\$322.08	\$299,833
Software and Accessories for Home Use	170	\$48.35	\$45,015
Other Household Items (4)	160	\$166.44	\$154,946

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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ECONOMIC DEVELOPMENT

House and Home Expenditures

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	12,640	Population	34,358
2010-2015 Percent Change	5.47%	Households	12,042
Percent Occupied	95.3%	Families	9,573
Percent Owner HHs	84.6%	Median Age	39.2
Median Home Value	\$212,366	Median Household Income	\$91,417
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	192	\$22,627.55	\$272,475,532
Mortgage Interest	198	\$9,200.01	\$110,784,307
Mortgage Principal	196	\$3,875.16	\$46,663,722
Property Taxes	182	\$4,032.54	\$48,558,916
Homeowners Insurance	174	\$782.77	\$9,425,869
Ground Rent	141	\$102.79	\$1,237,720
Maintenance and Remodeling Services	194	\$3,840.76	\$46,249,455
Maintenance and Remodeling Materials	174	\$645.10	\$7,768,152
Property Management and Security	174	\$148.42	\$1,787,253
Rented Dwellings	100	\$3,418.82	\$41,168,664
Rent	99	\$3,223.42	\$38,815,643
Rent Received as Pay	83	\$76.14	\$916,807
Renters' Insurance	117	\$15.30	\$184,180
Maintenance and Repair Services	110	\$23.27	\$280,264
Maintenance and Repair Materials	152	\$80.70	\$971,769
Owned Vacation Homes	199	\$923.37	\$11,119,038
Mortgage Payment	206	\$420.89	\$5,068,255
Property Taxes	187	\$211.14	\$2,542,455
Homeowners Insurance	184	\$27.26	\$328,258
Maintenance and Remodeling	199	\$231.44	\$2,786,934
Property Management and Security	191	\$32.65	\$393,136
Housing While Attending School	193	\$157.13	\$1,892,065
Household Operations	175	\$2,761.51	\$33,253,496
Child Care	188	\$871.49	\$10,494,328
Care for Elderly or Handicapped	169	\$122.04	\$1,469,534
Appliance Rental and Repair	170	\$41.38	\$498,292
Computer Information Services	165	\$402.07	\$4,841,667
Home Security System Services	190	\$49.75	\$599,127
Non-Apparel Household Laundry/Dry Cleaning	18	\$6.80	\$81,887
Housekeeping Services	193	\$295.60	\$3,559,503
Lawn and Garden	176	\$738.14	\$8,888,545
Moving/Storage/Freight Express	163	\$99.06	\$1,192,903
PC Repair (Personal Use)	158	\$13.98	\$168,371
Reupholstering/Furniture Repair	190	\$15.10	\$181,865
Termite/Pest Control	180	\$43.83	\$527,807
Water Softening Services	129	\$7.23	\$87,011
Internet Services Away from Home	171	\$4.57	\$55,049
Voice Over IP Service	157	\$10.48	\$126,151
Other Home Services (1)	175	\$39.98	\$481,460

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	156	\$7,077.87	\$85,230,039
Bottled Gas	115	\$78.00	\$939,214
Electricity	155	\$2,622.20	\$31,575,943
Fuel Oil	134	\$150.49	\$1,812,181
Natural Gas	164	\$1,074.20	\$12,935,303
Telephone Services	153	\$2,217.48	\$26,702,382
Water and Other Public Services	169	\$926.37	\$11,155,109
Coal/Wood/Other Fuel	106	\$9.12	\$109,807
Housekeeping Supplies	159	\$1,117.19	\$13,452,934
Laundry and Cleaning Supplies	156	\$297.56	\$3,583,166
Postage and Stationery	161	\$329.27	\$3,964,940
Other HH Products (2)	160	\$490.36	\$5,904,806
Household Textiles	170	\$226.63	\$2,729,014
Bathroom Linens	164	\$29.16	\$351,080
Bedroom Linens	168	\$104.31	\$1,256,035
Kitchen and Dining Room Linens	172	\$5.33	\$64,151
Curtains and Draperies	182	\$52.35	\$630,421
Slipcovers, Decorative Pillows	171	\$7.31	\$88,037
Materials for Slipcovers/Curtains	165	\$25.17	\$303,140
Other Linens	172	\$3.00	\$36,145
Furniture	177	\$1,064.46	\$12,817,931
Mattresses and Box Springs	168	\$133.86	\$1,611,859
Other Bedroom Furniture	177	\$189.65	\$2,283,682
Sofas	173	\$261.67	\$3,150,958
Living Room Tables and Chairs	175	\$145.03	\$1,746,468
Kitchen, Dining Room Furniture	181	\$112.26	\$1,351,779
Infant Furniture	175	\$19.51	\$234,950
Outdoor Furniture	198	\$52.69	\$634,438
Wall Units, Cabinets, Other Furniture (3)	188	\$149.79	\$1,803,783
Major Appliances	167	\$508.09	\$6,118,257
Dishwashers and Disposals	175	\$47.98	\$577,798
Refrigerators and Freezers	169	\$138.79	\$1,671,260
Clothes Washers	170	\$84.91	\$1,022,433
Clothes Dryers	169	\$64.59	\$777,815
Cooking Stoves and Ovens	174	\$82.07	\$988,274
Microwave Ovens	159	\$20.32	\$244,699
Window Air Conditioners	121	\$8.52	\$102,560
Electric Floor Cleaning Equipment	156	\$35.05	\$422,042
Sewing Machines and Miscellaneous Appliances	160	\$25.86	\$311,380

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	180	\$135.07	\$1,626,466
Housewares	146	\$125.88	\$1,515,846
Small Appliances	159	\$52.03	\$626,489
Window Coverings	208	\$80.76	\$972,528
Lamps and Other Lighting Fixtures	183	\$43.08	\$518,725
Infant Equipment	44	\$8.92	\$107,472
Rental of Furniture	106	\$4.89	\$58,857
Laundry and Cleaning Equipment	158	\$35.24	\$424,401
Closet and Storage Items	34	\$8.50	\$102,301
Luggage	185	\$17.11	\$206,070
Clocks and Other Household Decoratives	51	\$104.89	\$1,263,019
Telephones and Accessories	112	\$47.79	\$575,506
Telephone Answering Devices	156	\$1.31	\$15,760
Grills and Outdoor Equipment	49	\$25.78	\$310,412
Power Tools	152	\$48.65	\$585,812
Hand Tools	158	\$16.28	\$196,013
Office Furniture/Equipment for Home Use	187	\$30.63	\$368,872
Computers and Hardware for Home Use	168	\$322.27	\$3,880,724
Software and Accessories for Home Use	170	\$48.51	\$584,100
Other Household Items (4)	164	\$169.80	\$2,044,689

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

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2010 Housing Summary		2010 Demographic Summary		
Housing Units	42,620	Population	108,520	
2010-2015 Percent Change	5.17%	Households	40,090	
Percent Occupied	94.1%	Families	29,779	
Percent Owner HHS	78.6%	Median Age	39.6	
Median Home Value	\$184,815	Median Household Income	\$78,731	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		165	\$19,511.27	\$782,201,951
Mortgage Interest		167	\$7,765.87	\$311,331,926
Mortgage Principal		167	\$3,301.54	\$132,357,724
Property Taxes		163	\$3,614.45	\$144,902,185
Homeowners Insurance		156	\$699.81	\$28,055,303
Ground Rent		135	\$98.16	\$3,935,338
Maintenance and Remodeling Services		168	\$3,327.78	\$133,409,664
Maintenance and Remodeling Materials		152	\$565.68	\$22,677,939
Property Management and Security		162	\$138.29	\$5,544,119
Rented Dwellings		105	\$3,620.35	\$145,139,020
Rent		105	\$3,428.18	\$137,434,987
Rent Received as Pay		93	\$85.58	\$3,430,846
Renters' Insurance		119	\$15.57	\$624,320
Maintenance and Repair Services		110	\$23.22	\$930,685
Maintenance and Repair Materials		128	\$67.80	\$2,718,182
Owned Vacation Homes		173	\$802.72	\$32,180,712
Mortgage Payment		176	\$358.12	\$14,356,743
Property Taxes		169	\$190.32	\$7,629,989
Homeowners Insurance		168	\$24.89	\$997,777
Maintenance and Remodeling		172	\$200.11	\$8,022,494
Property Management and Security		171	\$29.28	\$1,173,709
Housing While Attending School		167	\$136.25	\$5,462,240
Household Operations		153	\$2,418.41	\$96,953,263
Child Care		159	\$735.90	\$29,501,869
Care for Elderly or Handicapped		162	\$117.23	\$4,699,547
Appliance Rental and Repair		154	\$37.39	\$1,498,852
Computer Information Services		148	\$360.67	\$14,459,262
Home Security System Services		166	\$43.43	\$1,741,162
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.77	\$271,579
Housekeeping Services		167	\$255.38	\$10,237,954
Lawn and Garden		156	\$653.58	\$26,201,857
Moving/Storage/Freight Express		143	\$86.91	\$3,484,159
PC Repair (Personal Use)		142	\$12.60	\$504,981
Reupholstering/Furniture Repair		166	\$13.16	\$527,508
Termite/Pest Control		157	\$38.23	\$1,532,681
Water Softening Services		123	\$6.92	\$277,551
Internet Services Away from Home		152	\$4.05	\$162,477
Voice Over IP Service		149	\$9.94	\$398,327
Other Home Services (1)		159	\$36.41	\$1,459,836

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	144	\$6,515.37	\$261,199,653
Bottled Gas	113	\$76.80	\$3,078,917
Electricity	142	\$2,411.16	\$96,662,853
Fuel Oil	141	\$157.92	\$6,331,064
Natural Gas	153	\$996.98	\$39,968,856
Telephone Services	141	\$2,035.69	\$81,610,405
Water and Other Public Services	151	\$827.29	\$33,165,922
Coal/Wood/Other Fuel	106	\$9.17	\$367,679
Housekeeping Supplies	145	\$1,015.46	\$40,709,714
Laundry and Cleaning Supplies	142	\$270.36	\$10,838,726
Postage and Stationery	146	\$298.82	\$11,979,735
Other HH Products (2)	146	\$446.20	\$17,888,138
Household Textiles	151	\$200.56	\$8,040,555
Bathroom Linens	147	\$26.08	\$1,045,556
Bedroom Linens	149	\$92.53	\$3,709,446
Kitchen and Dining Room Linens	152	\$4.71	\$188,850
Curtains and Draperies	157	\$45.42	\$1,820,735
Slipcovers, Decorative Pillows	152	\$6.51	\$260,818
Materials for Slipcovers/Curtains	148	\$22.63	\$907,060
Other Linens	153	\$2.68	\$107,484
Furniture	155	\$930.04	\$37,285,252
Mattresses and Box Springs	147	\$117.54	\$4,711,952
Other Bedroom Furniture	152	\$163.54	\$6,556,377
Sofas	153	\$231.79	\$9,292,602
Living Room Tables and Chairs	155	\$128.65	\$5,157,623
Kitchen, Dining Room Furniture	158	\$97.83	\$3,921,798
Infant Furniture	152	\$17.02	\$682,215
Outdoor Furniture	171	\$45.59	\$1,827,757
Wall Units, Cabinets, Other Furniture (3)	161	\$128.02	\$5,132,142
Major Appliances	149	\$452.44	\$18,138,375
Dishwashers and Disposals	155	\$42.30	\$1,695,707
Refrigerators and Freezers	149	\$122.55	\$4,913,044
Clothes Washers	150	\$74.98	\$3,005,902
Clothes Dryers	150	\$57.39	\$2,300,570
Cooking Stoves and Ovens	154	\$72.79	\$2,918,244
Microwave Ovens	146	\$18.62	\$746,578
Window Air Conditioners	121	\$8.47	\$339,490
Electric Floor Cleaning Equipment	139	\$31.42	\$1,259,664
Sewing Machines and Miscellaneous Appliances	148	\$23.89	\$957,744

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	162	\$121.46	\$4,869,130
Housewares	130	\$112.21	\$4,498,659
Small Appliances	145	\$47.53	\$1,905,388
Window Coverings	171	\$66.46	\$2,664,284
Lamps and Other Lighting Fixtures	160	\$37.62	\$1,508,057
Infant Equipment	39	\$7.84	\$314,179
Rental of Furniture	108	\$4.99	\$199,936
Laundry and Cleaning Equipment	143	\$31.92	\$1,279,584
Closet and Storage Items	30	\$7.57	\$303,443
Luggage	160	\$14.78	\$592,366
Clocks and Other Household Decoratives	45	\$91.71	\$3,676,482
Telephones and Accessories	99	\$42.03	\$1,685,000
Telephone Answering Devices	143	\$1.20	\$48,114
Grills and Outdoor Equipment	42	\$22.09	\$885,486
Power Tools	135	\$43.13	\$1,729,269
Hand Tools	141	\$14.59	\$584,797
Office Furniture/Equipment for Home Use	161	\$26.30	\$1,054,556
Computers and Hardware for Home Use	148	\$284.39	\$11,401,152
Software and Accessories for Home Use	150	\$42.74	\$1,713,344
Other Household Items (4)	147	\$152.46	\$6,111,940

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Households		931	943
Families		790	795
Median Household Income		\$107,239	\$118,641
Males per 100 Females		98.1	98.3
Population By Age			
Population <5 Years		8.1%	8.0%
Population 5-17 Years		20.6%	20.2%
Population 65+ Years		11.5%	12.3%
Median Age		40.3	40.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	149	\$5,537.22	\$5,154,803
Medical Care	151	\$2,715.06	\$2,527,549
Physician Services	162	\$366.48	\$341,171
Dental Services	162	\$526.74	\$490,364
Eyecare Services	162	\$80.93	\$75,341
Lab Tests, X-Rays	156	\$86.06	\$80,116
Hospital Room and Hospital Services	159	\$218.19	\$203,119
Convalescent or Nursing Home Care	124	\$28.63	\$26,656
Other Medical services (1)	167	\$186.96	\$174,047
Nonprescription Drugs	149	\$153.09	\$142,520
Prescription Drugs	138	\$690.11	\$642,453
Nonprescription Vitamins	150	\$85.04	\$79,169
Medicare Prescription Drug Premium	102	\$50.78	\$47,276
Eyeglasses and Contact Lenses	164	\$126.00	\$117,294
Hearing Aids	116	\$25.19	\$23,452
Medical Equipment for General Use	179	\$11.29	\$10,507
Other Medical Supplies (2)	153	\$78.45	\$73,034
Health Insurance	146	\$2,825.21	\$2,630,087
Blue Cross/Blue Shield	158	\$887.98	\$826,657
Commercial Health Insurance	171	\$639.56	\$595,391
Health Maintenance Organization	158	\$526.44	\$490,084
Medicare Payments	108	\$445.75	\$414,966
Long Term Care Insurance	150	\$125.07	\$116,434
Other Health Insurance (3)	121	\$203.60	\$189,541

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Households		12,042	12,597
Families		9,573	9,959
Median Household Income		\$91,417	\$104,516
Males per 100 Females		97.7	98.1
Population By Age			
Population <5 Years		7.2%	7.1%
Population 5-17 Years		20.8%	20.4%
Population 65+ Years		10.0%	11.9%
Median Age		39.2	38.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	154	\$5,738.26	\$69,098,796
Medical Care	156	\$2,791.51	\$33,614,701
Physician Services	163	\$368.76	\$4,440,510
Dental Services	166	\$539.65	\$6,498,299
Eyecare Services	163	\$81.41	\$980,367
Lab Tests, X-Rays	158	\$86.96	\$1,047,139
Hospital Room and Hospital Services	159	\$218.07	\$2,625,913
Convalescent or Nursing Home Care	137	\$31.70	\$381,782
Other Medical services (1)	167	\$187.10	\$2,253,050
Nonprescription Drugs	151	\$156.11	\$1,879,884
Prescription Drugs	146	\$726.42	\$8,747,426
Nonprescription Vitamins	156	\$88.31	\$1,063,385
Medicare Prescription Drug Premium	117	\$58.12	\$699,905
Eyeglasses and Contact Lenses	167	\$128.74	\$1,550,263
Hearing Aids	129	\$28.08	\$338,163
Medical Equipment for General Use	175	\$11.07	\$133,345
Other Medical Supplies (2)	158	\$80.99	\$975,253
Health Insurance	152	\$2,946.75	\$35,484,112
Blue Cross/Blue Shield	162	\$907.17	\$10,923,902
Commercial Health Insurance	171	\$639.46	\$7,700,238
Health Maintenance Organization	164	\$545.15	\$6,564,598
Medicare Payments	122	\$504.11	\$6,070,380
Long Term Care Insurance	157	\$131.11	\$1,578,793
Other Health Insurance (3)	130	\$219.75	\$2,646,214

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Households		40,090	41,891
Families		29,779	30,928
Median Household Income		\$78,731	\$88,693
Males per 100 Females		94.3	94.7
Population By Age			
Population <5 Years		6.9%	6.8%
Population 5-17 Years		19.6%	19.2%
Population 65+ Years		12.8%	14.4%
Median Age		39.6	39.1
		Spending Potential Index	Average Amount Spent
			Total
Health Care		144	\$5,358.38
			\$214,815,983
Medical Care		144	\$2,583.50
			\$103,571,999
Physician Services	146	\$331.30	\$13,281,550
Dental Services	151	\$490.19	\$19,651,470
Eyecare Services	147	\$73.47	\$2,945,276
Lab Tests, X-Rays	143	\$78.62	\$3,152,029
Hospital Room and Hospital Services	143	\$196.58	\$7,880,767
Convalescent or Nursing Home Care	143	\$33.11	\$1,327,499
Other Medical services (1)	150	\$167.48	\$6,714,050
Nonprescription Drugs	139	\$143.67	\$5,759,571
Prescription Drugs	139	\$695.10	\$27,866,433
Nonprescription Vitamins	144	\$81.79	\$3,278,785
Medicare Prescription Drug Premium	126	\$62.80	\$2,517,459
Eyeglasses and Contact Lenses	151	\$116.19	\$4,658,086
Hearing Aids	132	\$28.72	\$1,151,363
Medical Equipment for General Use	154	\$9.71	\$389,087
Other Medical Supplies (2)	146	\$74.87	\$3,001,636
Health Insurance		144	\$2,774.67
			\$111,235,850
Blue Cross/Blue Shield	148	\$830.34	\$33,288,035
Commercial Health Insurance	152	\$569.83	\$22,844,390
Health Maintenance Organization	148	\$493.43	\$19,781,554
Medicare Payments	130	\$535.84	\$21,481,639
Long Term Care Insurance	149	\$124.52	\$4,991,830
Other Health Insurance (3)	131	\$220.49	\$8,839,579

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.2241

Longitude: -84.28123

Demographic Summary		2010	2015
Population		2,823	2,846
Households		931	943
Families		790	795
Median Age		40.3	40.3
Median Household Income		\$107,239	\$118,641
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	190	\$1178.73	\$1,097,320
Admission to Movies, Theater, Opera, Ballet	174	\$264.40	\$246,139
Admission to Sporting Events, excl.Trips	202	\$120.23	\$111,923
Fees for Participant Sports, excl.Trips	187	\$199.37	\$185,599
Fees for Recreational Lessons	210	\$286.57	\$266,775
Membership Fees for Social/Recreation/Civic Clubs	188	\$307.29	\$286,063
Dating Services	114	\$0.88	\$821
Rental of Video Cassettes and DVDs	162	\$66.63	\$62,027
Toys & Games	164	\$238.01	\$221,571
Toys and Playground Equipment	164	\$232.01	\$215,991
Play Arcade Pinball/Video Games	136	\$2.58	\$2,399
Online Entertainment and Games	158	\$3.67	\$3,413
Recreational Vehicles and Fees	178	\$574.10	\$534,448
Docking and Landing Fees for Boats and Planes	178	\$12.61	\$11,742
Camp Fees	200	\$57.70	\$53,714
Purchase of RVs or Boats	175	\$487.60	\$453,928
Rental of RVs or Boats	196	\$16.80	\$15,639
Sports, Recreation and Exercise Equipment	142	\$257.02	\$239,273
Exercise Equipment and Gear, Game Tables	154	\$126.51	\$117,771
Bicycles	179	\$35.34	\$32,901
Camping Equipment	71	\$10.34	\$9,624
Hunting and Fishing Equipment	100	\$38.23	\$35,590
Winter Sports Equipment	189	\$12.24	\$11,390
Water Sports Equipment	158	\$10.52	\$9,791
Other Sports Equipment	174	\$16.49	\$15,347
Rental/Repair of Sports/Recreation/Exercise Equipment	191	\$7.64	\$7,109
Photographic Equipment and Supplies	177	\$182.73	\$170,112
Film	145	\$10.72	\$9,982
Film Processing	164	\$36.88	\$34,331
Photographic Equipment	178	\$76.36	\$71,084
Photographer Fees/Other Supplies & Equip Rental/Repair	191	\$58.93	\$54,858
Reading	160	\$248.01	\$230,885
Magazine/Newspaper Subscriptions	157	\$99.73	\$92,846
Magazine/Newspaper Single Copies	136	\$26.07	\$24,274
Books	169	\$122.48	\$114,024

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		34,358	35,856
Households		12,042	12,597
Families		9,573	9,959
Median Age		39.2	38.8
Median Household Income		\$91,417	\$104,516
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	188	\$1161.96	\$13,992,049
Admission to Movies, Theater, Opera, Ballet	175	\$266.03	\$3,203,442
Admission to Sporting Events, excl.Trips	194	\$115.35	\$1,389,053
Fees for Participant Sports, excl.Trips	183	\$195.46	\$2,353,632
Fees for Recreational Lessons	204	\$278.05	\$3,348,203
Membership Fees for Social/Recreation/Civic Clubs	187	\$306.02	\$3,685,009
Dating Services	137	\$1.06	\$12,710
Rental of Video Cassettes and DVDs	163	\$67.05	\$807,389
Toys & Games	165	\$239.54	\$2,884,431
Toys and Playground Equipment	165	\$233.05	\$2,806,373
Play Arcade Pinball/Video Games	148	\$2.79	\$33,604
Online Entertainment and Games	159	\$3.69	\$44,444
Recreational Vehicles and Fees	172	\$555.73	\$6,691,983
Docking and Landing Fees for Boats and Planes	191	\$13.54	\$163,017
Camp Fees	203	\$58.55	\$705,014
Purchase of RVs or Boats	168	\$467.47	\$5,629,215
Rental of RVs or Boats	189	\$16.17	\$194,771
Sports, Recreation and Exercise Equipment	139	\$252.10	\$3,035,713
Exercise Equipment and Gear, Game Tables	150	\$122.79	\$1,478,662
Bicycles	180	\$35.70	\$429,860
Camping Equipment	71	\$10.19	\$122,762
Hunting and Fishing Equipment	97	\$37.42	\$450,571
Winter Sports Equipment	179	\$11.59	\$139,539
Water Sports Equipment	164	\$10.95	\$131,807
Other Sports Equipment	172	\$16.28	\$196,096
Rental/Repair of Sports/Recreation/Exercise Equipment	179	\$7.18	\$86,413
Photographic Equipment and Supplies	175	\$180.69	\$2,175,815
Film	152	\$11.22	\$135,100
Film Processing	165	\$37.10	\$446,790
Photographic Equipment	176	\$75.36	\$907,470
Photographer Fees/Other Supplies & Equip Rental/Repair	185	\$57.01	\$686,452
Reading	165	\$255.91	\$3,081,608
Magazine/Newspaper Subscriptions	164	\$103.65	\$1,248,167
Magazine/Newspaper Single Copies	148	\$28.27	\$340,421
Books	171	\$123.99	\$1,493,006

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.2241
Longitude: -84.28123

Demographic Summary		2010	2015
Population		108,520	113,257
Households		40,090	41,891
Families		29,779	30,928
Median Age		39.6	39.1
Median Household Income		\$78,731	\$88,693
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	163	\$1009.59	\$40,474,066
Admission to Movies, Theater, Opera, Ballet	155	\$234.32	\$9,393,633
Admission to Sporting Events, excl.Trips	167	\$99.14	\$3,974,347
Fees for Participant Sports, excl.Trips	160	\$171.06	\$6,857,695
Fees for Recreational Lessons	172	\$234.74	\$9,410,766
Membership Fees for Social/Recreation/Civic Clubs	164	\$269.32	\$10,796,958
Dating Services	132	\$1.01	\$40,666
Rental of Video Cassettes and DVDs	144	\$59.35	\$2,379,283
Toys & Games	147	\$213.79	\$8,570,944
Toys and Playground Equipment	147	\$207.84	\$8,332,116
Play Arcade Pinball/Video Games	140	\$2.65	\$106,192
Online Entertainment and Games	142	\$3.29	\$131,984
Recreational Vehicles and Fees	148	\$477.93	\$19,160,273
Docking and Landing Fees for Boats and Planes	170	\$12.03	\$482,267
Camp Fees	173	\$49.97	\$2,003,192
Purchase of RVs or Boats	144	\$402.16	\$16,122,361
Rental of RVs or Boats	161	\$13.74	\$550,903
Sports, Recreation and Exercise Equipment	121	\$218.63	\$8,764,768
Exercise Equipment and Gear, Game Tables	129	\$106.12	\$4,254,470
Bicycles	156	\$30.89	\$1,238,355
Camping Equipment	61	\$8.81	\$353,368
Hunting and Fishing Equipment	86	\$32.98	\$1,322,138
Winter Sports Equipment	148	\$9.58	\$384,005
Water Sports Equipment	147	\$9.79	\$392,427
Other Sports Equipment	151	\$14.34	\$575,039
Rental/Repair of Sports/Recreation/Exercise Equipment	152	\$6.09	\$244,292
Photographic Equipment and Supplies	153	\$158.39	\$6,349,968
Film	140	\$10.31	\$413,207
Film Processing	148	\$33.18	\$1,330,198
Photographic Equipment	154	\$65.81	\$2,638,392
Photographer Fees/Other Supplies & Equip Rental/Repair	159	\$49.08	\$1,967,797
Reading	151	\$233.65	\$9,366,962
Magazine/Newspaper Subscriptions	152	\$96.56	\$3,871,206
Magazine/Newspaper Single Copies	140	\$26.76	\$1,072,782
Books	152	\$110.31	\$4,422,257

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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